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Multichannel News

The Newspaper for the New Electronic Media

Vol. 6 No. 2 — January 14, 1985 — $1.00

Showtime Eyes Involvement In Qube PPV

By Joe Boyle
New York Bureau Chief

NEW YORK CITY—Showtime/The Movie Channel Inc. is involved in discussions with sister company Warner Amex Cable Communications to become the program source for Qube, Warner's two-way pay-per-view system, sources said.

Neither company would comment on the discussions; however, sources noted Showtime has approached Warner about taking over program distribution activities for Qube. Those activities would mainly involve areas where Showtime has more experience than Warner, such as in acquisition of motion picture rights from Hollywood studios.

As of late last year, Warner

Please turn to page 42

Scrambling

The first descrambler has been installed for Home Box Office's satellite scrambling system. Inspecting the equipment at Cable TV Puget Sound, Tacoma, WA, are, from left, HBO vice president engineering Paul Heimbach; Cable TV Puget Sound vice president and general manager Richard Erwin; and HBO vice president, network management, Bob Zitter (see story, p. 4).

Multichannel MDS Set To Challenge Cable in New York

By Joe Boyle
New York Bureau Chief

NEW YORK CITY—Microband Corp., the nation's leading microwave common carrier, and Pay TV of Greater New York, an authorized multipoint distribution service offering Home Box Office to New York's outer boroughs, will begin offering a five-channel pay TV service here Mar. 1, company officials said last week.

Plans for the five-channel service have been accelerating the past few months while the outlook for outer borough cable service in the near future has dimmed. The MDS co-venture is hoping to use its headstart as a competitive advantage, observers noted.

The companies will begin offering the service to about 100,000 subscribers here who currently receive some form of pay TV via subscription television or MDS. The package will be sold for about $30, according to sources.

Pay TV recently acquired Wometco Home Theatre, the area's only STV service, which provides SelecTV to roughly 65,000 subscribers. Pay TV also supplies HBO to 20,000 MDS subscribers in the area and is reportedly looking to buy other MDS outlets in the area. However, according to industry observers, most of the MDS subscribers in the area are illegal pirates and their numbers could be in excess of 100,000.

There is also a significant degree of STV pirating going on, although that problem is not quite as severe, according to sources. In any event, the co-venture is planning to scramble its signals to eliminate the prob-

Please turn to page 42

Communications Proposals Flood 99th Congress

By J.L. Freeman
Washington Bureau Chief

WASHINGTON, D.C.—The 99th Congress opened for business Jan. 3, prepared for a session that will likely see the introduction and consideration of dozens of bills related to the cable television industry. And, while none of these is likely to have an impact on the business as extensive as last year's Cable Communications Policy Act, some will undoubtedly generate heated lobbying efforts.

Of chief concern to the industry is the issue of copyright reform, a battle that could find cable interests fighting to change the current copyright rules, or merely attempting to prevent other interests, such as the motion picture or broadcast industries, from making things worse for operators.

The cable industry might also

Please turn to page 42

Uncertainty over Tax Policy Curbs Limited Partnerships

By Susan Cobb
News Editor

DENVER—Uncertainty over what kind of tax reform legislation will emerge from the nation's capital this year has drastically slowed investment in limited partnerships and threatens to paralyze buying and selling within the industry for about the first six months of 1985, according to one industry broker.

But the good news, continued Waller Capital Corp. president John Waller, is that pent-up demand will result in a flood of cable deals after a tax plan is finally agreed upon.

The release a couple of months ago of Treasury Secretary Donald Regan's plan for revising the tax structure, and ensuing debate about how it will be amended by Congress and President Reagan, have created a confusion that hasn't been "healthy for the [cable] industry, the economy, or the country in general," said one cable company executive. And many industry observers agreed that almost any plan, even if it turns out to be a little unfavorable to the cable industry, is better than the current uncertainty.

If Mr. Regan's proposals do make their way into law unamended—a possibility many say is slim—limited partnerships would be stripped of many of their attractive tax advantages. In addition, cable operators would no longer enjoy the accelerated depreciation of capital investments to which they are presently entitled, investment tax credits likely would be reduced, and capital gains benefits would be reduced or eliminated. All of these provisions, among others in Mr. Regan's plan, likely would cause rough sailing for all businesses, but particularly for those as capital intensive as cable, say many in the industry.

It is the uncertainty over just how much of Mr. Regan's proposals will be included in the final tax package approved by Congress—and the fact that it likely will be at least three to six months before that package is sent out—that is causing investor uncertainty in the cable industry, particu-

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Texas Show Marks Silver Anniversary

By Kathy Clayton
Assistant Editor

SAN ANTONIO — The Texas Cable Show will celebrate its silver anniversary when the three-day meeting kicks off here Jan. 30.

Show officials are expecting between 2,000 and 2,200 attendees at the 25th annual show; last year saw about 2,350 delegates. Bill Arnold, executive secretary of sponsor Texas Cable Television Association, said many cable companies and suppliers have opted to send fewer individuals to trade shows this year. "Where a company used to send 10 people to the show, they are now sending maybe two or three," Mr. Arnold said.

Exhibitors numbers are also down this year according to Mr. Arnold. At press time, the Texas show had registered 145 exhibitors. Last year's attendees saw 190 companies exhibiting. He noted that not as many new

Please turn to page 19

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Multichannel Market Index
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January 14 · 1985

Showtime Renews 'Brothers' Series
50 episodes of the show guarantee a two-year run on pay service 6

HBO's Cohen Given Additional Duties
Fred Cohen was named senior vice president of HBO Enterprises and president of Time-Life Films 8

Study Finds C-SPAN Audience Upscale
Random study finds viewers watch an average of 12 hours per month ... 10

Cinemax To Launch Comedy Showcase
"Cinemax Comedy Experiment" is a monthly show for a variety of comedy approaches 11

TNN, Business Times, Nick Lead Ad Growth
Three have greatest potential for ad growth in 1985, says marketing group 13

Santa Cruz Extends Proposal Deadline
Deadline for filing franchise proposals extended to Jan. 15 from Dec. 31 18

A&E 'Freud' Series Is Entertaining
Multichannel News takes a look at Arts & Entertainment's mini-series on Sigmund Freud 48

Finance

Bresnan Buys Op In Marquette, MI
Former Group W chief purchases 16,000-subscriber op from TCI 45

Birdview To Offer 1.9 Million Shares
Earth station manufacturer also reports higher third quarter sales ... 46

Index

Calendar	30
ChannelWatch	48
Classified Ads	38-40
Finance	44-47
Franchise Briefs	32
News	3-29, 33-34, 42-43
People	14
Stocks	47
Technical Update	36-37

Vol. 6, No. 2, January 14, 1985
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Follow Up

Warner Completes Sale Of St. Louis County Op

Warner Amex Cable completed the sale of its suburban St. Louis system to Cencom Cable Associates Inc. last week (see *Multichannel News*, Oct. 29, 1984, p.4). The financially ailing system, which has 39,000 basic subscribers and passes 92,200 homes in 24 St. Louis County communities, was sold to Cencom for a reported $47 million in Oct. Cencom, a Chesterfield, MO-based operator with 85,000 subscribers in five states, assumed control of the system Jan. 1.

CBN Begins Direct Mail Sub Acquisition Program

CBN Cable postponed its direct mail subscriber acquisition program scheduled for Nov. 10 due to technical delays by one of its suppliers, but the first mailing, planned for selected Tele-Communications Inc. systems in eight states, went out Dec. 28 (see *Multichannel News*, Oct. 29, 1984, p.3). The four-color fold-out was designed to clear up major misconceptions about cable for would-be subscribers and highlights the variety of CBN programming.

TBS In Deal To Market 'Portrait of America'

Turner Broadcasting System Inc. and Raintree Publishers have an exclusive agreement to market the TBS series "Portrait of America" to schools and libraries nationwide (see *Multichannel News*, June 4, 1984, p. 82). Raintree, a Milwaukee company, will publish and market a video encyclopedia learning system developed and tested by TBS-unit Turner Educational Services Inc. Raintree will create educational materials and hardcover, illustrated books to accompany the 60-part documentary. The material will be available to schools this year.

FCC Okays TV Purchase By Scripps-Howard Bcstg.

The Federal Communications Commission approved Scripps-Howard Broadcasting Co.'s acquisition of television station KNXV, channel 15, in Phoenix (see *Multichannel News*, June 25, 1984, p. 37). Purchase price was about $26 million. The FCC also ruled Scripps-Howard must divest itself of Phoenix radio stations KMEO-AM and KMEO-FM within 18 months.

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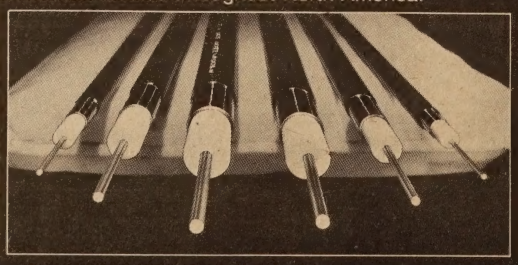
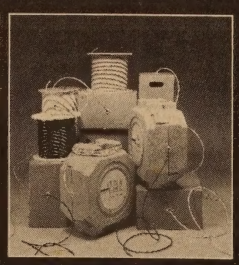

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NCTA Proposes Rules To Govern Deregulation

By J.L. Freeman
Washington Bureau Chief

CHICAGO—The National Cable Television Association executive committee last week agreed to recommend that the Federal Communications Commission rule that a cable system has "effective competition" if it serves an area where between one and three broadcast TV signals are available, according to NCTA chairman Ed Allen.

The new federal cable law requires that rate regulations end within three years for all cable systems with "effective competition." The law required the FCC to decide what would constitute such competition. Last month the FCC proposed a definition of four broadcast signals, three of which had to be major networks. Comments on the proposal are due Jan. 28.

The NCTA would propose a fixed number—"closer to two or three"—of broadcast signals with no other criteria such as network affiliation or audience penetration, Mr. Allen said.

The FCC proposal was "excessive," he said.

"We focused on what we believe was the intent of Congress: as much of the industry as possible be deregulated," Mr. Allen continued. The committee did recognize non-competitive situations exist that could warrant continued rate regulation, he said.

Mr. Allen said his best estimate was that the FCC proposal would result in deregulation of cable systems with about 72 percent of the nation's subscribers, while the NCTA plan would result in deregulation of systems with 85-90 percent of all subs.

No formal votes were taken during the Jan. 7 discussion meeting here, he said, but the committee concurred with the proposal.

On the issue of copyright, the committee is waiting for a commissioned research project before firming its position. However, as of now, Mr. Allen said NCTA probably will look for both dollar relief in copyright fees and congressional changes in how the Copyright Royalty Tribunal sets those fees.

In copyright discussions and discussions of possible compromises between the NCTA and the National Association of Broadcasters, Mr. Allen said he could agree to ask that Congress codify the must-carry rules. However, he continued, he would agree to no change in cable's compulsory license.

"More important to me than copyright relief is the compulsory license," he said. The compulsory license allows cable operators to retransmit broadcast programming without negotiating separate copyright agreements with each programmer.

The third major item for the executive committee was an update on whether the FCC will make stereo broadcasts mandatory carriage items for cable operators.

According to lobbyists on both sides of the issue, the commission had planned to vote at its Jan. 18 meeting, but now will not.

NCTA argues stereo sound should be developed in the marketplace—and cable operators allowed to react to that marketplace—while NAB argued stereo sound is part of the broadcast signal and is therefore a must-carry item.

"There's this notion there are three votes out there [in favor of must-carry] and the chairman is not one of them," said one involved. "So it appears that for the second time it's been pulled from the agenda."

As FCC chairman, Mark Fowler controls the agenda. □

TMC Gets Exclusive Hitchcock Movies

LOS ANGELES—The Movie Channel will have exclusive pay TV rights to five Alfred Hitchcock suspense classics under a deal with Universal Pictures, Showtime/The Movie Channel said last week.

The package includes *Rear Window, Vertigo, The Man Who Knew Too Much, Rope* and *The Trouble with Harry.* The pictures had been controlled by Hitchcock's estate until 1983, when an agreement between the estate and Universal put the pictures back into circulation. □

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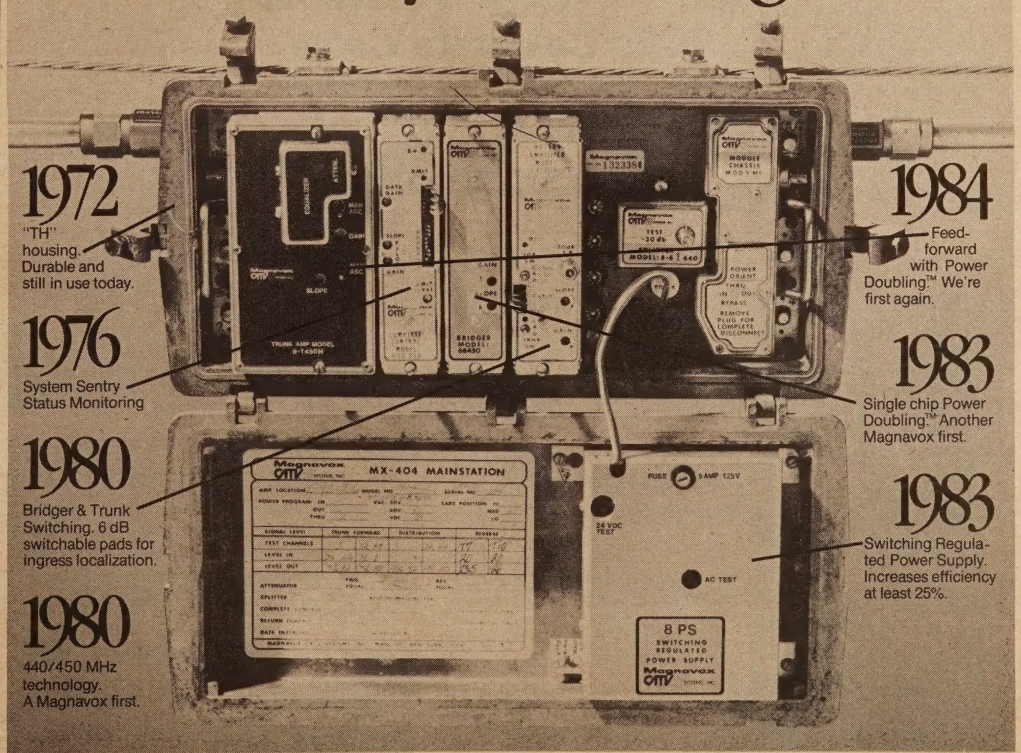
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HBO Begins Distributing Descrambling Equipment

By Joe Boyle
New York Bureau Chief

NEW YORK CITY—West coast affiliates of Home Box Office and Cinemax received satellite signal descramblers last week, and HBO officials said that shipment of those M/A-Com units to east coast affiliates would begin this week.

By late last week, M/A-Com had shipped 3,000 units, according to Bob Zitter, HBO's vice president of network management. The 3,000 units represent about 30 percent of total HBO headends. There will be about 10,000 units installed by the time the entire system rollout is completed, Mr. Zitter added.

HBO may begin testing scrambling of its west coast feed in late Feb., Mr. Zitter said. Those same tests will occur on the east coast one month later. The 10-day tests will involve the transmission of a scrambled signal at various portions of the broadcast day and will be timed between HBO movies and specials. Full-time scrambling will begin first on the west coast.

The descramblers are being shipped to all affiliates in good standing. They will receive one unit for each HBO and Cinemax receive antenna they have installed at their headends. HBO will not provide spare units; affiliates can purchase back-up decoders from M/A-Com for about $500.

Mr. Zitter said many operators are under the impression that the cost of a spare unit is much higher. He emphasized the correct cost and urged operators to make arrangements to obtain a spare. Information on the spare units has been provided by M/A-Com along with the decoders.

Mr. Zitter said that installation of the decoder is relatively easy. He assisted in the installation of the first unit, which was shipped to Cable TV Puget Sound. The process took 30 minutes, he added.

For affiliates requiring information on the system, HBO is providing a telephone hot line: 212-512-5666. □

FCC Moves Date For Commentary On Cable Act

WASHINGTON, D.C.—The Federal Communications Commission last week extended deadlines for filing comments on exactly how the FCC should deregulate cable television rates and other aspects of implementing the 1984 federal cable law.

Comments are due Jan. 28 and reply comments are due Feb. 11.

The National Cable Television Association asked for an extension of original deadlines of Jan. 14 and Jan. 29, respectively, the FCC said.

The FCC must determine how it will define "effective competition" and deregulate all cable systems found to have such competition by Apr. 28.

The FCC has until Sept. 24 to state how it will implement the law's equal employment opportunity section. □

3 Viacom Ops To Add Disney

PLEASANTON, CA—Viacom Cable signed an agreement to offer the Disney Channel in an additional three markets—Seattle, Everett, WA, and Nashville, with a combined 310,000 basic subscribers, Disney and Viacom said. □

ACEs Celebrate Cable

Attending a Los Angeles Television Critics Association screening of "ACE: a Celebration of Cable" earlier this month were Awards for Cable Excellence committee members, from left, Robert Wussler of Turner Broadcasting System, Char Beales of the National Cable Television Association, ACE award show host and actor Ed Asner, ACE awards show co-producer and director Stan Harris, and ACE-winner comedian Danny Breen, from a Home Box Office production.

Bay Area Interconnect May Seek New Partners

SAN JOSE, CA—Directors of the Bay Area Interconnect, a cable advertising venture that links systems reaching more than 500,000 subscribers, are said to be considering solicitation of equity partners to share in profits generated by the interconnect, a joint venture of Viacom Cablevision of San Francisco and Gillcable here.

Potential partners for the interconnect include Bay-area cable systems, some of which presently receive a share of ad revenues for transmitting interconnect channels into subscribers' homes. Discussions with area operators are taking place currently. No agreements have been reached to date, Jack Yearwood, vice president and general manager of the venture, said.

Mr. Yearwood said last week that systems purchasing ownership interests in the interconnect would benefit by sharing in profits garnered by BAI, on top of a percentage of revenues.

From the perspective of BAI's owners, the offering of ownership interests is intended to give participants a greater stake in the success of the interconnect and to enhance prospects for realizing "the full potential" of the interconnect, Mr. Yearwood said.

The plan could fuel efforts to add more systems to those carrying BAI's four microwave-delivered channels (Cable News Network, Entertainment & Sports Programming Network, MTV: Music Television and Lifetime) and to increase the number of channels carried by BAI affiliates. The interconnect, Mr. Yearwood said, operates in effect as a sales representative for area systems. "We can't sell without the cooperation of the systems," he said.

Members of the BAI board of directors could not be reached last week for comment on the plans. A spokesperson for Viacom Cable said discussions were ongoing with "major MSOs" regarding the efforts but declined further comment.

Mr. Yearwood said BAI officials expect to conclude negotiations within about six months with area operators interested in becoming partners. □

Civil Rgts. Group Pickets TN System

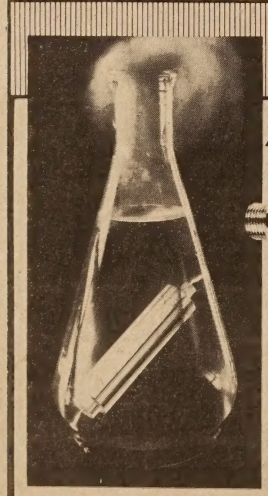
CHATTANOOGA—Chattanooga Cable TV Co. was picketed Jan. 9 by a local civil rights group because the 25-channel system does not offer Black Entertainment Television.

Chattanooga Cable, with about 48,000 basic subscribers, serves the predominantly black city as well as the predominantly white suburban county, said system spokesperson Jeanne Flint.

"We certainly would have entertained the idea of carrying BET if we had the channel capacity, but we just don't," she said. She also denied allegations the system did not hire and promote blacks.

President of the Action Coordinating Council Rev. Herbert H. Wright said his group got no satisfaction in talks with the cable operator. The group will picket once a week, he said, and may increase that to every day in the spring.

About 20 persons picketed at the height of last week's demonstration, he said. □



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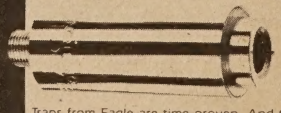

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Scripps-Howard Assumes Full Control in Sacramento

By Stewart Schley
West Coast Bureau Chief

SACRAMENTO—Scripps-Howard Broadcasting Co. said a subsidiary exercised its option to terminate the 47.5 percent interest of Charles F. Dolan and Mr. Dolan's Sacramento company in Cablevision of Sacramento, the partnership that won rights to wire the metropolitan Sacramento area over three competitors in late 1983.

The action followed Mr. Dolan's apparent failure to secure $34 million for a capital contribution due to the partnership Dec. 31, 1984. Scripps-Howard said as a consequence of the termination, Mr. Dolan and Cablevision Systems Sacramento Corp. will be relieved of "substantially all liability" arising from the Sacramento venture.

Cincinnati-based Scripps-Howard announced the unraveling of the partnership one day after the company's Sacramento unit received a binding commitment from the Sacramento Metropolitan Cable Commission to transfer control of the franchise to Scripps-Howard (see *Multichannel News*, Jan. 7, 1985, p. 1).

Scripps-Howard, a broadcaster and cable TV operator, has existing lines of credit and resources available to finance construction and operation of the Sacramento system, president Donald Perris said. Mr. Perris added, however, that Scripps-Howard may seek another partner for the system.

The alliance of Scripps-Howard and Mr. Dolan, general partner of Cablevision Systems Corp., threatened to come apart in Nov., when it was disclosed Mr. Dolan and the local corporation had determined the financial markets too weak to support a proposed limited partnership offering. In a Nov. 13 regular filing with the Securities & Exchange Commission, Scripps-Howard cautioned the $34 million equity funding from Cablevision could not be assured.

The Sacramento cable commission at a special meeting Jan. 3 resolved to allow Scripps-Howard to assume control of the cable franchise provided the company carry the legal liabilities required of the original partnership and satisfy franchise agreement terms that were previously declared in default by city and county authorities.

The terms involve local programming funding contracts that went unsigned past a deadline. Scripps-Howard has until Jan. 26, under a 30-day cure period, to complete the contracts. Dick Davis, general manager of the Sacramento system, expressed optimism last week that signed agreements would be reached by that date.

Mr. Davis added, however, that many of the assumptions on penetration levels and revenues in Cablevision's franchise proposal appear too optimistic in light of other current metro newbuild trials, and he said some cost reductions are needed to operate the system profitably.

"I don't really think we have a business at $166 million," Mr. Davis said, referring to the cost of the proposed dual-cable, 88-channel system.

Attempts to reduce some capital commitments for the Sacramento system, however, seem likely to meet with staunch opposition from local authorities. Sacramento officials proved to be tough negotiators during an earlier attempt to fashion a franchise contract with United Tribune Cable Co., leading in part to that company's decision to forego the franchise. More recently, the notice of default over the programming contracts indicated to Scripps-Howard officials the "seriousness with which we treat this franchise," Bob Smith, commission executive director said.

Mr. Davis said there were more than a dozen areas where cuts in costs could potentially be made, including, he said, the possibility of reducing the system to a single-cable operation.

PROGRAM NOTE: TNN

Jan. will see "Country Sportsman" on **The Nashville Network** cover tuna and marlin fishing with Louise Mandrell, shark and bluefishing with Jimmy Dean, and barracuda fishing with Stella Parton.

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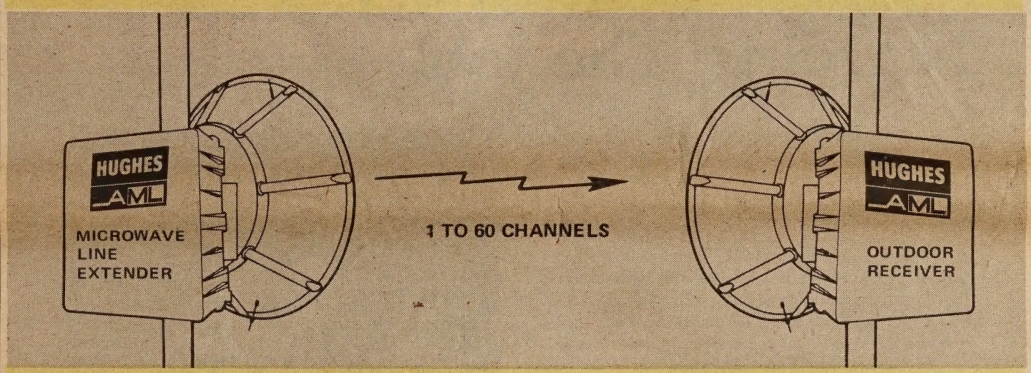

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'Brothers' Set To Run Through '86 on Showtime

By Peggy Ziegler
Entertainment Editor

LOS ANGELES—In Showtime's biggest single commitment to original programming, the service has ordered another 50 episodes of Paramount's "Brothers" situation comedy, guaranteeing the show a two-year run on the pay service.

New episodes of the series will go into production in Feb. for an Apr.- debut on the pay service. Showtime senior vice president for original programming Peter Chernin said 25 of the shows will be telecast this year, and the other half in 1986.

The deal may be the largest single renewal pact for a series ever, and is the largest and most expensive pay TV series deal. If the "Brothers" episodes cost between $300,000 and $400,000 each, as reported in Hollywood trades, the pact could be worth more than $15 million, and Paramount is expected to be deficit-financing at least a portion of the series' budget.

The pact extends the contracts of the actors and creative team. The long-term pickup will give the creative team time to develop story lines and characters, "at a reasonable pace," Mr. Chernin said.

Mr. Chernin cited the vast critical acclaim for the series and said viewership increased 10 to 15 percent a month since the series debuted in July. Showtime initially ordered six "Brothers" episodes, and increased that to 13 before the program even debuted.

While the 63-show package makes "Brothers" an ideal syndication candidate, Paramount won't be able to exercise any syndication rights until 1989 or 1990, Mr. Chernin said. Showtime also has an option to renew the show for two more years in 1986. Another long-running Showtime series, "The Paper Chase," could be put into syndication by Twentieth Century Fox in Sept., 1986.

"Brothers" is produced by Gary Nardino Productions in association with Paramount Video. Greg Antonacci and Stu Silver are the supervising producer/writers and Shelley Jesne produces the show. The show stars Robert Walden, Brandon Maggart, Philip Charles MacKenzie and Paul Regina. □

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Colony Takes On Ad Sales Duties For 4 UA Ops

PROVIDENCE, RI — Colony Communications said it will be handling ad sales operations for four UA Cablesystems Corp. midwestern systems.

The systems, together serving some 190,000-subscribers, were formerly owned by General Electric. Colony will take charge of advertising sales, commercial production and commercial insertion operations.

Terms of the deal weren't disclosed.

"We're pleased with the confidence expressed by UA in selecting Colony to run these advertising sales operations," said Colony president Roger R. Turner.

Colony said it has successful ad sales operations at its systems in Rhode Island, Massachusetts, New York and Florida; it also owns Colony Interconnects and Colony Ad Sales Consultants, which advises operators interested in starting ad sales programs.

The UA systems now repped by Colony are in Grand Rapids, MI; Evansville and Anderson, IN; and Peoria, IL. Colony executive director, broadcast operations, Donald Olson will direct the efforts. □

ACTS Sets Up SE Area Office

ATLANTA—American Christian Television System will open a southeastern regional office here this week to market the cable channel to systems in Georgia, Alabama, Delaware, Florida, Kentucky, Maryland, North Carolina, South Carolina, Tennessee, Virginia, West Virginia and the District of Columbia.

The Ft. Worth, TX-based channel said Mike Wright will direct the office as southeastern regional manager. □

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*View Magazine, Nov. 1983, Operator Survey

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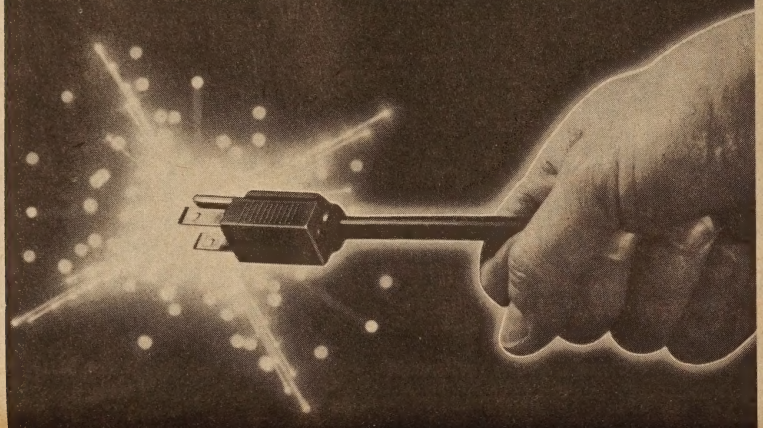

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HBO's Cohen Assigned Additional Duties

NEW YORK CITY—Home Box Office said last week Fred Cohen was named senior vice president of HBO Enterprises and president of Time-Life Films Inc.

The two new titles are in addition to his current responsibilities as president of HBO International; the move marks a consolidation that will result in Mr. Cohen's relocation from London to HBO headquarters here.

The announcement was made here by Michael Fuchs, chairman and chief executive officer of HBO.

As senior vice president of HBO Enterprises, Mr. Cohen will report to Steve Scheffer, executive vice president, film programming and HBO Enterprises.

The position of senior vice president of HBO Enterprises was last held by David Meister, who left the company in mid-Dec., shortly before HBO announced it would lay off about 125 employees.

Mr. Cohen will continue to manage HBO's overseas activities while also managing the activities of HBO Enterprises (including all domestic and foreign co-productions and worldwide program syndication) and operations for Time-Life Films.

Mr. Cohen opened HBO's London office in 1983 and has played a key role in HBO's pay TV venture in the United Kingdom with Thorn EMI Screen Entertainment, Columbia Pictures, Twentieth Century Fox, Warner Bros. and Showtime/The Movie Channel Inc. Those partners, which have established joint-venture firm Premiere International, are also in the midst of bringing pay TV to Germany, Austria and Switzerland.

According to HBO, those activities will continue to evolve over the coming months. HBO also said that additional activities involving Premiere will be announced in 1985.

Regarding Mr. Cohen's new responsibilities, Mr. Fuchs, in a company statement said, "Fred has been instrumental in achieving these goals, and we will continue to rely on his expertise in helping HBO develop foreign program sources as foreign cable systems grow in the months and years ahead. With the expanding importance of our co-production and worldwide syndication ventures, we will also rely on his extensive knowledge to create new program financing opportunities and ancillary programming revenues."

Following Mr. Cohen's return to New York, HBO will maintain an administrative liaison at the Time & Life Building in London. □

Cable Radio Network Launches on Westar V

SUNLAND, CA—Cable Radio Network, a 24-hour, ad-supported audio service now carried by five southern California cable systems, has launched on satellite Westar V in search of national affiliates for the audio feed.

The service is designed to provide background music for alpha-numeric services while promoting upcoming cable programming. Deejays play a lineup of adult contemporary music and plug cable shows between songs and advertising. A special 15-minute program showcases cable programming three times a day. The service also has call-in shows and promotions, and special programming such as a weekly polka special.

Systems carrying the service are operations owned by American Television & Communications, Falcon Communications, King Video, Sammons Communications and Valley Cable, according to Cable Radio Network's Jim Roope. He said a system in Reno, NV, is scheduled to launch the service, and the company is in discussions with an Alaskan operator.

Systems with more than 5,000 subscribers pay $100 a month for the service, while systems with less than 5,000 subs pay $50 a month, he said.

Mr. Roope said the service has worked out a deal with the University Network, which is affiliated with TV preacher Gene Scott, to give operators free dishes to pick up the Westar V Cable Radio Network feed, provided the operators also agree to carry Dr. Scott's University Network.

Cable Radio Network can be reached here at 818-352-7152. □

PROGRAM NOTE: MSGN

Madison Square Garden Network will broadcast over 90 New York Rangers and Knickerbockers home and away games on three local radio stations: WPAT, WGBB and WFAS.

Audit of Cox New Orleans Finds Franchise Violations

By Sharon Donovan
New Orleans Correspondent

NEW ORLEANS (FNS)—An independent audit of Cox Cable's franchise agreement with New Orleans concluded the company has violated 17 out of 75 provisions it agreed to when it was awarded the franchise in July, 1981, city officials said. Cox noted it was found in compliance with most provisions and termed the alleged violations "inconsequential to providing quality service."

The audit by Price Waterhouse for the city's Office of Telecommunications charged that Cox owes the city hundreds of thousands of dollars in franchise fees and grants for locally produced cable programs; has not met local hiring quotas; does not respond to subscriber complaints as quickly as required; and has failed to offer two-way cable service and closed-circuit service for governmental offices.

The audit was requested by the city council, which has been fighting Cox for six months over rate increases proposed by the cable company and which is looking into revoking Cox's 15-year franchise.

Many of the violations cited by the audit may stem from disagreements between Cox and the city on the interpretation of the franchise agreement.

"We are pleased with [the audit] generally," said Cox customer relations manager Jim Prigmore. "It shows that with the vast majority of the items, we're in compliance. There may be 17 [violations] in number, but all but a very few of them are inconsequential to providing quality service to our subscribers."

The audit said Cox owes the city about $183,000 in franchise fees, Mr. Prigmore said the city wants Cox to pay its five percent franchise fee on all gross revenue, as calculated by the amount of its billing.

He said Cox interprets the franchise agreement to say that the company must pay the fees on gross revenue received, not billed.

The city said Cox owes $250,000 to the Municipal Endowment Fund, which gives grants to residents who want to produce cable shows. Cox is required to pay $250,000 annually.

The non-payment results from a dispute over whether the money is due at the end of the calendar year, or the end of the franchise year, which is in July. The city said the money was due in July, and therefore was late when the audit was done.

The city said the audit shows Cox has failed to fill 90 percent of its jobs with Orleans Parish residents, as required by the franchise.

But Mr. Prigmore said Cox agreed to hire 90 percent of its work force from the metropolitan area, not Orleans Parish. About 79 percent of the Cox work force lives in Orleans Parish, he said.

Cox, the city said, has not posted a $3 million bond to guarantee the removal of its equipment when its franchise expires, as required.

Cox officials, according to the audit, told Price Waterhouse it was not aware that such a bond was necessary.

But Mr. Prigmore said Cox has asked the city to allow another bond Cox posted to satisfy that requirement. He said the city never responded to that request.

Cox and the city do agree that the company is required to answer all customer complaints within 24 hours. They also agree that Cox has not done so in all cases.

"That is a continuing problem," Mr. Prigmore said. "When there is an influx of complaints, you run into difficulty getting to them all in time." He said the majority of Cox service calls are answered within 24 hours.

Mr. Prigmore also said the c is right when it charged that C has not provided the two-way formation and data exchange tem and is a year late on com ing the closed-circuit institutio network.

"We've always been grappli g with those problems," Mr. Prigmore said. "We believe there is a future in this area, but we can't go any further until someone can come up with viable hardware and software." □

PROGRAM NOTE: USA

"Night Flight" features the Clash in *Rude Boy* on **USA Network** Feb. 22 and 23.

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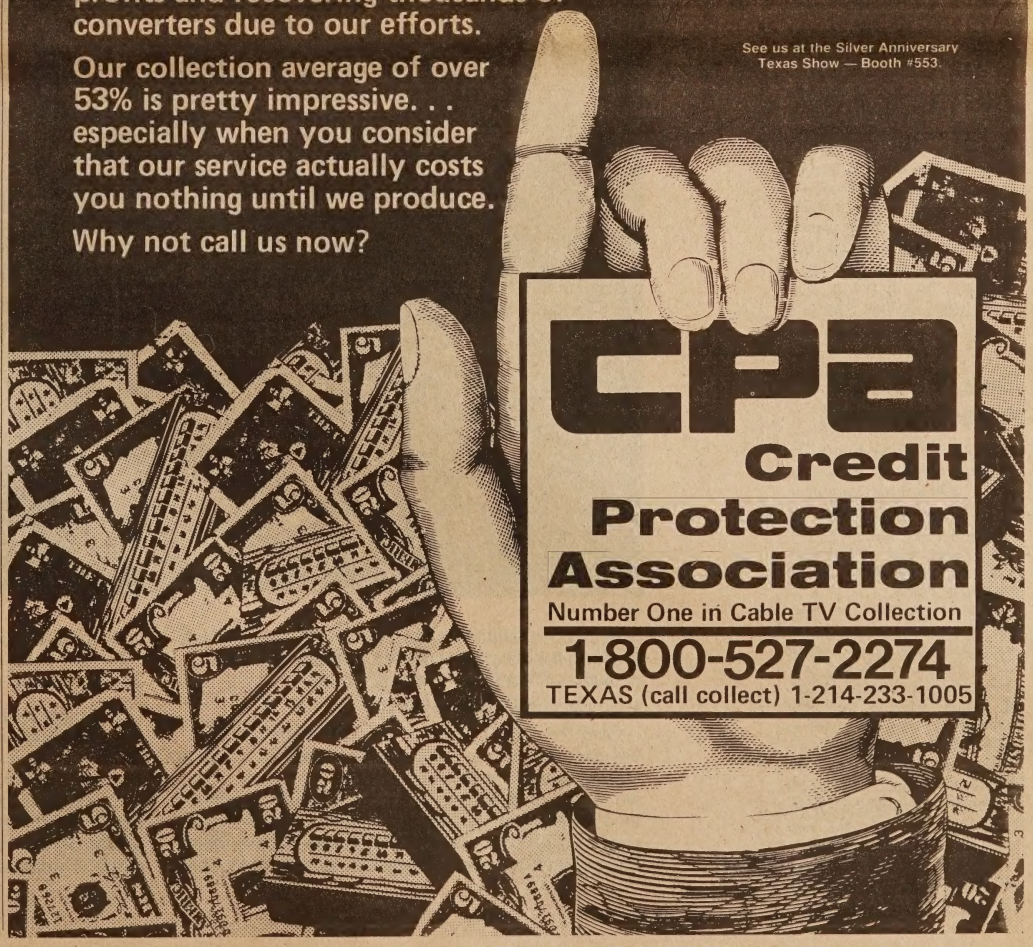

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Study Finds C-SPAN Has Upscale Audience

WASHINGTON, D.C.—Watching an average of 12 hours per month, viewers of C-SPAN are predominantly upscale, politically aware and college-educated, according to a national C-SPAN study released last week.

The study, a random, 41-state sample telephone survey of 959 homes that receive C-SPAN, was conducted by Media Analysts Project of George Washington University here the week after the 1984 national presidential election. The Benton Foundation funded the study, which cost $8,000 to $10,000, said project director political scientist Michael Robinson.

Cooperating cable operators provided scubsciber names and telephone numbers by random selection, Mr. Robinson said.

The study found that 61 percent of cable viewers had heard of C-SPAN. Of those, 38 percent said they watched the non-profit public affairs network that was created by the cable industry in 1979.

Mr. Robinson said the typical viewer tuned in two hours per month, with 35 percent watching six to 20 hours per month and 13 percent watching up to 100 hours a month. Those figures averaged, he said, to 12 hours per month.

Of the 259 respondents who said they regularly watch C-SPAN, 57 percent were male and 43 percent were female.

The study estimated the network's audience from the almost 2,000 affiliated cable systems to be 20.5 million viewers per month.

"We found virtually no criticism of C-SPAN by those who watched," Mr. Robinson said during a press briefing. The most frequent complaint was that C-SPAN was not offered 24 hours but rather shared a channel with another network.

Mr. Robinson said he was not surprised the study found that the wealthier the household the more likely it was to watch C-SPAN. About 48 percent of C-SPAN viewers had household incomes greater than $30,000, and 17 percent said they made more than $50,000.

"Fewer than 10 percent of those households earning under $10,000 a year bother to watch," he added.

The most surprising statistic, Mr. Robinson said, was that 93 percent of C-SPAN viewers said they voted in the 1984 presidential election. That figure was 18 percentage points higher than cable homes that don't watch C-SPAN and 40 percentage points higher than the nation at large.

Of those voting, 55 percent of C-SPAN viewers said they voted for the Republican ticket, compared to 68 percent of the general cable audience, Mr. Robinson said.

The C-SPAN audience, compared to the general cable audience, was also much more likely to correctly identify leaders in the House of Representatives and political news events from 1984, Mr. Robinson said.

The study also found the C-SPAN audience to be college educated: 44 percent said they had college or graduate degrees.

Mr. Robinson concluded the C-SPAN audience seemed to be the "flip side" of the audience for broadcast network news. The C-SPAN audience is "comparatively tiny" and reaches less than half of its potential audience, but it is growing, he said. Audience shares for broadcast news programming, while larger than C-SPAN's, seem to be leveling off, he said. □

Santa Fe Lays Off Production Staffers

LOS ANGELES—Santa Fe Communications which is supplying Catholic programming to 15 cable systems cut its production operation in half but will continue to operate according to its director of satellite and network operations.

Santa Fe executive Sam Starr said the production facility was cut back because backers decided the Hollywood facility was over-staffed and over-budgeted. Mr. Starr referred questions about the size of the layoff to Peter Thompson, who heads the Hollywood facility, but Mr. Thompson declined to comment on any developments at Santa Fe, including whether the service would continue to operate.

Santa Fe Communications was founded by the DeRance Catholic charity organization. □

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Cinemax To Launch 'Comedy Experiement'

By Peggy Ziegler
Entertainment Editor

LOS ANGELES—Cinemax will try again with comedy next month, when it introduces "Cinemax Comedy Experiement," a monthly showcase for a variety of comedy approaches.

"The reason we like the label is because we're not going to put strict parameters on what the show is," said Cinemax senior vice president of programming Lee deBoer.

The first program under the "Experiment" umbrella will feature actor comedian Howie Mandell. "Martin Mull's History of White People in America, Part 1," produced by Universal, is also lined up for the new series. The shows will come from a variety of sources, though an in-house Cinemax staff will also be involved with each production.

"Experiment" is modeled on Cinemax's successful "Album Flash" series, according to Mr. deBoer. As with "Album Flash," the performers in "Experiment" programs will be given "very, very broad" creative control over the content and tone of the shows, he said.

"Experiment" replaces Cinemax's initial comedy outing "SCTV" as the anchor to the service's comedy efforts. "[SCTV] was what we really came out of the gate on," Mr. deBoer said. But the series, which featured the SCTV comedy troupe's skit humor, did not attract a sizeable audience of new fans, Mr. deBoer said.

"The ratings clearly were not ratings that were changing each month," he said. "It wasn't reaching more and different people each month."

He said with the loss of Martin Short to "Saturday Night Live" and with the initial Cinemax order of 18 shows fulfilled, the producers and the network decided "the old format had reached the end of the line."

SCTV and Cinemax are working on a pilot for a new comedy program, he said. "The Richard Blezer Show" is still in production with new episodes, but no new episodes of another Cinemax comedy series, "Assaulted Nuts," are being produced.

Cinemax hopes the sheer variety of the "Experiment" shows will build an audience for the series, according to Mr. deBoer. One program will be a British-produced puppet show satirizing American politics, while another, from comedian David Steinberg, will feature celebrities interviewing their mothers.

"Ideally, what this does is that if people know if they check out 'Cinemax Comedy Experiment' . . . they're going to see something different each month," he said. □

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FL County Receives Five Applications for Two Franchise Areas

TAMPA — Five applications have been filed to build cable systems in two unincorporated areas of Hillsborough County in which Group W Cable already is franchised to build (see *Multichannel News*, Nov. 19, 1984, p. 11).

Group W holds a franchise for the unincorporated areas of the entire 153,000-home county, but reportedly has not yet begun to build in the two areas, for which requests for proposals were issued in Nov. One of the newly designated areas is a 150-mile, 19,000-home section, while the other is a 250-mile, 30,000-home segment.

Applying for franchises in both sections were First Carolina Communications of Rocky Mount, NC, and Atlantic Cablevision, owner of Apollo Cablevision which presently operates another system in Group W's county franchise area. Moffatt Communications Corp., which operates a system in Pasco County, FL, applied to serve one of the areas.

Hillsborough County cable administrator Frank Turano said county officials last week selected consultant Rice Associates to assist in the application review process. Mr. Turano said he hopes awards will be made by the end of Mar.

In the meantime, Mr. Turano noted, Group W has requested renewal of its franchise, which expires in 1987. □

FCC Orders Utilities To Lower Pole Fees

WASHINGTON, D.C.—The Federal Communications Commission last week ordered three utilities to lower pole attachment rates and refund with interest excess payments made by cable systems.

Florida Power Corp. has 30 days to pay Gulfstream Cablevision of Pinellas County Inc. the difference between the $7.30 per pole charge contracted for and the $2.28 per pole charge allowed by the FCC's pole attachment rate formula, with interest, according to the Jan. 8 order. About 7,500 poles were involved. The refund was retroactive to service received after Aug. 20, 1984—when the cable operator appealed to the FCC.

The FCC order noted the Florida utility's rates "had been consistently found to be unjust and unreasonable under FCC regulations" during similiar cases with other cable companies.

Wisconsin Power & Light Co. was told to lower rates and make refunds to 17 cable systems.

The utility overcharged the companies, three of which were owned by American Television & Communications Corp., $4 per pole. More than 424,000 poles throughout the state were involved in the disputed contracts, according to the Jan. 4 FCC order. The utility defended the rate, arguing a $5.68 per pole rate was "fully justified," the FCC said.

The cable systems, however, said $1.65 was the maximum rate allowance under the FCC's pole attachment rate formula. The FCC agreed and gave the utility 30 days to lower its rate and refund all overpayments with interest.

The refunds are to be retroactive to 1982, when the cable companies asked the FCC for relief, the FCC said.

Also, the FCC reaffirmed a Mar., 1982, rule that Southwestern Electric Power Co. lower its $3.50 per pole rate to $2.42 per pole for the Fayetteville, AR, system owned by Warner Amex Cable Communications Inc., according to the Jan. 7 order. □

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New Jersey Net Adds Programs

TRENTON, NJ—The Cable Television Network of New Jersey has added a weekly syndicated children's series, "Cliffwood Avenue Kids," to its Saturday morning schedule.

The half-hour program, which debuted Jan. 5, features children who act as sleuths fighting crime. Produced and syndicated by Premore Productions, the show is shot on locations in southern California.

CTN has also recently renewed "College Bound," its weekly half-hour information program for high school students, for a second year.

In addition, the statewide basic service said it plans to add three other weekly programs. The first is "World Wrestling," a one-hour Wednesday night show that was to debut Jan. 9. The second is Dow Jones Cable News' "Wall Street Journal Report," a half-hour program scheduled to start Jan. 14, and the third is "Home Computer Show," a half-hour show slated to launch Feb. 1.

CTN, now starting its third year of operation, is carried by 35 Jersey cable systems. The network reaches slightly over one million homes. □

ABC Video, Japan Co. Sign Cooperation Pact

NEW YORK CITY—ABC Video Enterprises and Japan Broadcasting Corp. (NHK) have signed a joint agreement making ABC a consultant to the Japanese company and calling for mutual cooperation in broad areas of the electronic media between the two companies, according to ABC Video Enterprises president Herb Granath.

Initially the agreement provides for ABC Video Enterprises to consult and advise NHK senior management on the creation and operation of sales and acquisition services for domestic and international markets. □

Justice Dept. OKs Exclusive USFL Contracts

WASHINGTON, D.C.—The Department of Justice last week approved a United States Football League proposal to offer exclusive contracts for televising Saturday afternoon games in the fall 1986.

The decision effectively will put the USFL in competition with college football teams for time on both broadcast and cable networks. The increased number of potential games probably will drive down the cost to networks but also drive down advertising rates for those games, said an official from regional cable sports network Home Team Sports, similar to what happened after the U.S. Supreme Court struck down NCAA's exclusive TV contracts for college football.

Officials from Entertainment & Sports Programming Network had no comment on the department decision until they had reviewed it.

ESPN currently has a contract with the USFL until 1988 to cablecast games on Saturday nights, Sundays and designated weeknights, an ESPN spokesperson said. The department said the new ruling was in addition to the ESPN contract.

In Nov., the USFL asked the department if it found antitrust violations in the proposal to offer a network exclusive rights to one to four games, all on Saturday afternoons.

"The network could show one game on a national basis or several or all of the available games on a regional basis, and would not be required to 'blackout' any games," the department said. □

RCH Has System Mgmt. Company

RIVERSIDE, NJ—RCH Cable Marketing president Bob Halgas and Clover Cable Systems president Joseph O'Donnell have formed a new cable system management company, RCH Cable Management, Inc.

Terms of the deal weren't disclosed.

RCH Management has recently taken over the management of the Clermont Operating Partnership's system in Amelia, OH, the executives said. The system has about 5,000 subscribers.

In other news from RCH Cable Marketing, the firm will be conducting direct sales campaigns for Tele-Communications Inc. in Hampton Beach, NH; TCI, Carbondale, IL; Penn Communications, Centerville, MD; Matro East Cable of Scott's Air Force Base, IL; and Commonwealth Cable, Mahopac, NY. □

Nashville, Business Times, Nick Seen Leading Ad Growth in 1985

By Theresa Izzillo
New York Correspondent

NEW YORK CITY — Business Times, The Nashville Network and Nickelodeon appear to have the greatest advertising revenue growth potential in 1985, according to an annual report by Infomarketing Group Inc.

These services, the report said, will likely see growth 60 percent above 1984's sales, while other services will have growth rates of as low as 20 percent. Those services growing the most, the report said, have differentiated audiences and have strong programming identities.

The report was compiled from questionnaires completed by 300 agency and client executives, plus 50 in-depth interviews.

MTV was projected to see ad revenues up 40 percent but will be impacted somewhat by its second service, VH-1, the report said.

Entertainment & Sports Programming Network was predicted to grow by 25 percent, the report stated, noting cable sports dollars will be siphoned off by regional sports network, which advertisers consider to have slightly better long-term potential than ESPN.

Mass appeal cable networks — WTBS, CBN and USA Network — will see ad growth of about 20 percent, the report stated, lower than the 1984 projection of 35-41 percent growth predicted for last year. The slowdown will intensify competition among these networks, the report stated, based primarily on cost per thousand.

Cable News Network is in danger of serious slippage, according to the report. Though CNN has grown through a strong sales force and industry leadership, salespeople are being forced to divert their attention away from CNN to generate revenues for CNN Headline News. Also, competition from Business Times and Financial News Network can be expected to draw revenues away from CNN, the report stated.

The ad community believes CNN Headline News suffers from identity problems and has not clearly established a niche in the marketplace. No particular strengths emerge for the network, the report stated, making it difficult for salespeople to sell.

The two networks combined will experience 25-30 percent growth, ad execs predicted.

The Weather Channel is least likely to succeed among the major networks, according to the Infomarketing report. The network has no outstanding qualities, is not perceived as cost-efficient and is rated below most other networks for overall advertising value, the report stated.

Arts & Entertainment and Lifetime, conversely, are perceived positively, specifically in appeal to specialized demographics and programming environment. These networks will experience 35-45 percent growth, according to the report.

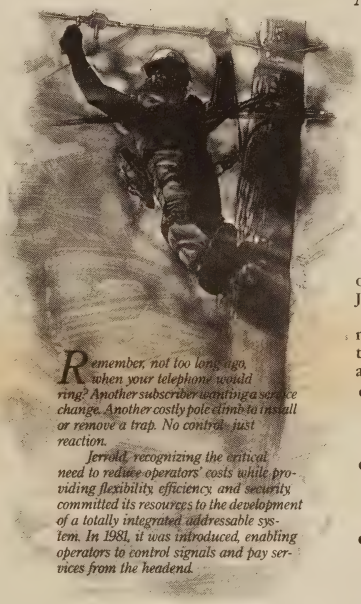
Overall, cable's greatest growth during the next several years will come from advertisers seeking targeted audiences, rather than as a response to erosion of viewers to broadcast TV, the report stated, even though such erosion will contribute to cable ad revenue growth.

The report warned that cable advertising may be limited by using broadcast strategies, management and expectations.

In the report, the ad community also warned that the race for ratings will be bitterly disappointing if the cable industry does not invest in improved research to separate its numbers from those of the broadcast TV networks.

J. Walter Thompson has asked both Nielsen and Arbitron to consider providing a regular column in rating reports of broadcast ratings in cable homes. A Nielsen spokesperson said the service offers separate supplemental reports on cable and its viewers. □

Remember when traps were the industry standard in signal control? Now...



Remember, not too long ago, when your telephone would ring? Another subscriber wanting a service change. Another costly pole climb to install or remove a trap. No control - just reaction.

Jerrold, recognizing the critical need to reduce operators' costs while providing flexibility, efficiency, and security, committed its resources to the development of a totally integrated addressable system. In 1981, it was introduced, enabling operators to control signals and pay services from the headend.

Jerrold/TOCOM Addressability. Unparalleled.

Whether your plans for your next addressable system call for baseband or RF, on-premises or off-premises, add-ons or state-of-the-art converters, Jerrold-and only Jerrold-can provide your choice.

With the broadest range of addressable systems and equipment on the market today, Jerrold can accommodate your specific system's design. We offer the systems, products, and services that assure maximum efficiency, flexibility and control:

- TWO-WAY UPGRADABILITY. Buy only what will pay off for you today. Jerrold converters can be upgraded to two-way addressability later. When you're ready, you can add on two-way capability to increase revenues with IPPV and other interactive services.
- DOWNLOADABILITY. Increase revenue protection, flexibility, and subscriber satisfaction. You can move Jerrold converters between your systems, downloading converter address, barker channel location, and all channel assignments.
- MIXED MODE. Only Jerrold makes it possible to mix an array of different equipment in the same system. Highly featured baseband converters for the high revenue areas, off-premises equipment for apartments, RF converters-even add-ons for other areas. You have the flexibility to do what *you* want to do.

Jerrold/TOCOM addressable systems. Quality and reliability backed by the largest service network in the industry. A decision that's right for tomorrow, no matter which you choose today.

For detailed information, call or write today. Jerrold Division, General Instrument Corporation, 2200 Byberry Road, Hatboro, PA 19040. (215) 674-4800.

JERROLD
You know we'll be there.

GENERAL INSTRUMENT

© General Instrument 1984

BANK OF NEW YORK

Joining the Bank of New York as a vice president is **Samuel L. Yates**, who is a commercial loan officer and an industry specialist in the communications, entertainment and publishing division.

BELDEN

Three new sales representatives, who recently completed a sales training program at Belden Cord Products Division, have been appointed: **Dave Harney**, to cover northern Illinois and eastern Wisconsin; **Linda Hoerler**, for parts of Pennsylvania and West Virginia as well as New Jersey, Virginia, Maryland, Delaware and Manhattan; and **Nora Sparks**, for Florida.

CWY

CWY Electronics has named **Keith Patrick** customer service manager; among his responsibilities will be supervision of CWY's telemarketing department.

CAPITOL CABLEVISION

Albany, NY, operator Capitol Cablevision has two new staffers: **Merilee Marsh** in the newly created position of local sales manager for the advertising department and **Brad Schofield** as customer service manager. Ms. Marsh was most recently with WRGB-TV, Albany, as a sales rep.

CITIZENS CABLE

Taking over as president of Citizens Cable of Fort Wayne, IN, is **Craig McCrystal**, who'll supervise both city and county operations. Mr. McCrystal was president of American Cablevision of Kansas City Inc. and an executive vice president of that system's parent company, American Television & Communications.

COLONY

Eric Annunziata has been named a staff accountant for Colony Communications Inc. Previously an accountant for Selective Delivery Services Inc., Mr. Annunziata is in charge of accounting for selected eastern systems. At Copley/Colony Inc., a southern California system, **John T. Merritt** has been named regional manager; he was a district general manager for Group W Cable, based in Upland, CA. Also at Copley/Colony, **Kevin P. Maguire** was named regional marketing manager. Having joined Colony in 1982, Mr. Maguire was most recently Greater Boston Cable Corp.'s sales manager. At Colony Interconnects, serving Rhode Island and southeastern Massachusetts systems, **Jodi Read** was named account executive; she was a retention sales rep for Dimension Cable in Hartford, CT.

COMSAT

Communications Satellite has elected **Edmund R. Bartlett III** treasurer. He had been Comsat General's vice president, finance and administration, and treasurer.

COMSEARCH

Named to fill the newly created position of general manager for Comsearch Inc. was **Michael K. Morin**, who had been vice president of the firm's mass media services division. In his new position, he'll have overall management responsibility for the company's headquarter operations of earth station, terrestrial microwave and mass media services.

CONTINENTAL

Continental Cablevision of St. Paul has named **Thomas A. Patterson** director of system operations and **Jerome W. Degenaar** director of human relations. Mr. Patterson was formerly executive assistant to the president of the National Cable Television Association, while Mr Degenaar has held a number of personnel executive slots. At Continental Cablevision of Michigan Inc., **Patricia L. Wilson** has been promoted to manager of the Lansing system, which includes 79,000 homes in the area. Ms. Wilson was operations manager for the system.

DISNEY

Appointed director, public relations, for the Disney Channel was **Hella Asch**, who was a public relations consultant with corporate and entertainment clients. **Martin Roberts**, who has been acting director of publicity, will continue as a pr consultant for the channel.

ESPN

A number of changes have been made in Enterainment & Sports Programming Network's personnel lineup. In advertising sales, Rhonda Glaimidi has upped to manager, sales planning from advertising sales planner, while **Cissy Hanemayer** as a marketing rep is new in the affiliate marketing area. Ms. Hanemayer was with Savin Corp. Three legal staffers have been promoted: **Eric Kemmler** to associate general counsel from associate counsel; **Colleen Murphy** to international coordinator from program acquisitions manager; and **Donna Spinella** to legal administrator from staff secretary. New in the legal area is counsel **Michael Aresco**, who has practiced law both in private practice and with Hartford Insurance Group.

GEN'L TV NETWORK

Production firm General Television Network has named **Ronald S. Herman** vice president of marketing and development. With the firm since 1981, he was most recently director of marketing.

HBO

Penny Perry has been named executive casting consultant for Home Box Office Pictures Inc. and Silver Screen Partners. Ms. Perry cast more than 20 theatrical films between 1982 and Oct., 1984, including *2010 — Space Odyssey II*, *Local Hero* and *Ordinary People*.

HSN

Hospital Satellite Network has signed on **Victor E. Russek** to the newly created position of director of market development. He's previously been general manager of DynaCor Video and manager of video services for American Hospital Supply Corp.

HARTE-HANKS

Tapped central region marketing director for Harte-Hanks Cable was **Janet Schulte**, who had been promotions coordinator for Harte-Hanks Cable's corporate offices. New technical operations manager for the firm's west Houston system is **Benjamin E. Twyman**, who had been supervisor of technical services for the firm's Dade County, FL, operation.

JOHNSON, SMITH & KNISELY

Executive search firm Johnson, Smith & Knisely Inc. has named **Susan Bishop** of its communications/entertainment group a principal of the company. She's been with the firm two years.

JONES

Patrick Lombardi, vice president of finance from Jones International, has been named acting president of brokerage firm Jones Group Ltd., following the departure of former president **Charles Martz** to pursue other opportunities. **Jeff Figg** has been promoted to president of the Jones Group's acquisition division; he was senior vice president.

MULTIMEDIA

David L. Freeman, senior partner with law firm Wyche, Burgess, Freeman & Parham, has been elected a director of Multimedia Inc., succeeding **Robert E. Bunnelle**, who retired.

NEW JERSEY NET

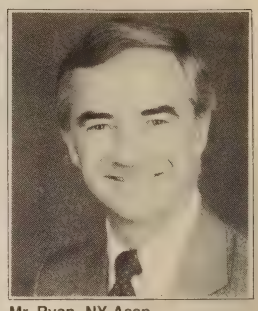
The New Jersey Network has appointed **Edward Higgins** director of community and cable relations; he was director of public information for the statewide cable public television organization.

NEW YORK ASSN.

New at the New York State Cable Television Association is **Bernard J. Ryan** as vice president in charge of governmental relations. Mr. Ryan was director of legislative affairs for the New York State Department of Transportation.

REGENCY

Greg Lauth has moved into the newly created position of national sales and field coordinator for Regency Cable Products. He was manager of field services for the past year.



Mr. Ryan, NY Assn.

RELIANCE

Reliance Comm/Tec unit Reliable Electric/Utility Products has a new area sales manager for CATV products: **Pete Torres.** Previously a construction supervisor for Cox Cable San Diego, Mr. Torres will cover the western U.S. for Reliable. Former western region sales manager **Roy Clingman** moves to cover the midwest.

SIMMONS

Appointed to regional manager for Simmons Communications' Maryland and Delaware systems was **Chuck Stigberg,** who had been general manager for Warner Amex Cable's Reston and Harrisonburg, VA, operations. His new territory includes eight systems passing 38,500 homes.

TELE-WIRE

Joining Tele-Wire Supply Corp. as southeastern regional sales manager was **Thomas Heiser,** who's based in Sarasota, FL. Mr. Heiser was northwest sales account executive with CATV Services.

UNITED CABLE

United Cable Television Corp. promoted **Linda R. Ellis** to management services analyst. With United Cable at headquarters for three years, she most recently was assistant auditor-trainee.

93%
Of all americans express a religious preference *

76%
Of all americans want to see religion play a greater role in society *

$25
Billion dollars are spent annually by americans in their pursuit of religion *

Some networks seem to be forgetting these facts

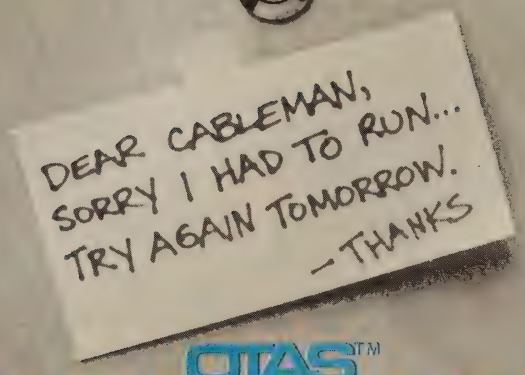
We haven't.

PTL
THE INSPIRATIONAL NETWORK SM

Call 704/542-6000, Jackie S. Bradley, Eastern Region, Ex. 2119
Jack Hightower, Western Region, Ext. 2353
Jim Bell, Central Region, Ext. 2457

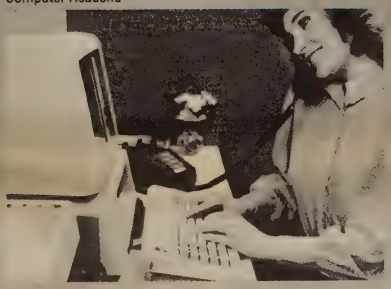
RCA SATCOM 3R,
TRANSPONDER 2

* RELIGION IN AMERICA, 1982, Princeton Religion Research Center and Gallup International



OTAS™
FOR MULTIPLE DWELLING UNITS

Computer Headend



When cable service is being installed or disconnected, the "nobody home" closed door costs you money. The same door may be sheltering a subscriber who is illegally receiving your cable services. When you evaluate addressability for your multiple dwelling systems, we have great news for you. Pico's field-proven OTAS™ is available for multiple dwelling applications. Now addressability is more profitable than ever for you.

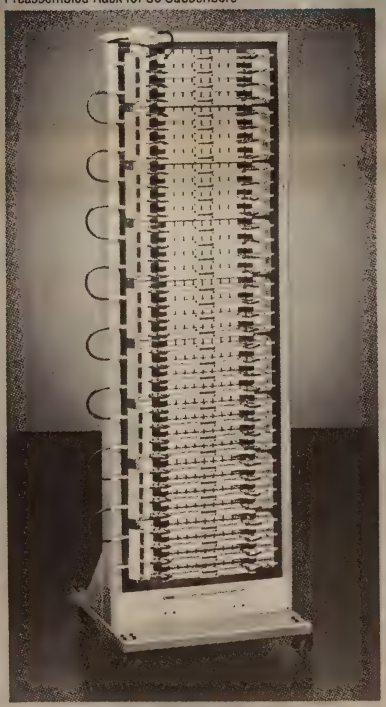
OTAS IS OFF-PREMISES ADDRESSABILITY

OTAS off-premises security is a full-featured addressable system that can not be defeated in the home. OTAS gives you centralized control of basic service plus seven tiers of pay. Each tier can be single or multiple channels, including entire bands. Levels of pay can be changed and cable service turned on or off from a central location that could be thousands of miles from the subscriber.

OTAS IS REDUCED INVESTMENT IN SUBSCRIBER'S HOME

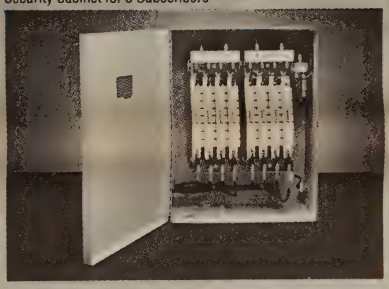
OTAS requires no equipment in the home with systems of 12 channels or less. In systems

Preassembled Rack for 36 Subscribers



with more than 12 channels, OTAS is compatible with the rapidly growing number of cable ready television sets in use. Should converters be required, inexpensive plain vanilla converters or block converters can be sold or rented to the subscriber. Your investment in the subscriber's home is minimal.

Security Cabinet for 8 Subscribers



OTAS IS SIMPLE TO INSTALL

OTAS is engineered for simplicity of installation. All addressable electronics are installed off-premises in security cabinets or rack mounted in a utility room. In buildings wired for cable, there is no need to enter the subscriber's premises.

These are powerful reasons for using OTAS in your multiple dwelling units. Let us show you how profitable addressability can be for *your* system. Please call 1-800-822-7420 to arrange for a live demonstration of OTAS at your facility or at our Corporate Demo Center. Remember, OTAS is from PICO, the company with a well-deserved reputation for quality and reliability.

PICO PRODUCTS, INC.®

PICO PRODUCTS, INC.
103 Commerce Blvd., Liverpool, NY 13088
Phone: 1-800-822-7420
In New York State Call (315) 451-7700

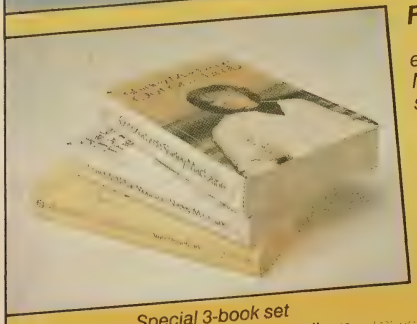
See us at the Texas Show — Booth #236-238.

February is Shirley MacLaine month on Showtime

Shirley and Showtime make an unbeatable combination in February. First, we've got the exclusive premiere of Terms of Endearment, last year's Best Picture, featuring Shirley and Jack Nicholson in their Academy Award-winning performances. Then, Shirley makes non-stop singing and dancing excitement in a two hour special.

And we're making it possible for our affiliates to participate in a special tie-in promotion. New Showtime subscribers will receive a special 3-book set: Shirley's two autobiographical best sellers and the original novel of Terms of Endearment. Free! The retail value is $12. It's a perfect low-cost way to add new subscribers.

This is only the first of a series of innovative programming/marketing promotions scheduled for 1985. Our affiliates have found similar promotions to be proven subscriber generators which create excitement, interest and fun. Look for more of them throughout 1985. Only on Showtime.



Special 3-book set
free to new Showtime subscribers.

SHOWTIME®
WE MAKE *Excitement*™

Regional offices: Garden City, NY: 516-222-0122 • Atlanta, GA: 404-633-4326 • Chicago, IL: 312-993-0100 • Dallas, TX: 214-241-1421 • Los Angeles, CA: 213-208-2340

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Wheeler Opens Consulting Firm

WASHINGTON, D.C.–Tom Wheeler, former head of Nabu Network and the National Cable Television Association, has opened a communications consulting firm here.

Washington Communications Consultants Inc. was created in Dec., Mr. Wheeler said, after several cable executives approached him with the idea. He is now "developing business plans for various people," and with a national scope, he said last week.

The new venture was confirmed just less than two months after the Nabu office here closed and its Canadian parent underwent extensive re-organization and left several outstanding debts involving the U.S. operation.

Mr. Wheeler said he had yet to receive his severance pay from Nabu Canada.

"There is nothing on the table yet," he said. "I haven't been paid for my last month's work, much less the ['golden'] parachute.

"I am hopeful that will be worked out," he added.

Nabu Canada did correct Nabu U.S. employee paychecks and subscriber refund checks which bounced when the company closed, he said.

So far in his new job, he represents persons interested in cable television, software downloading and a production company wanting to get programming onto cable systems, he said.

"Lobbying is an option," he noted, "but not the main thing I'm doing."

Mr. Wheeler said he did not rule out the possibility he would join an established communications operation. "I'm consulting now to figure out which way to go later," he said.

The new company—consisting of Mr. Wheeler and executive assistant Barbara Grant—is located at 6409 Walhonding Road, Bethesda, MD 20816; telephone, 301-229-4810. □

Vendor Sues United Cable Op in Alameda

ALAMEDA, CA—United Cable Television Corp. said it and several affiliated companies were sued by CATV Facility Co., a northern California property-leasing concern, in superior court of Alameda.

The lawsuit alleged breach of contract regarding the purchase or lease of certain buildings and facilities and asked $20 million in actual damages plus additional punitive damages.

A United spokesperson said the lawsuit followed a breakdown in negotiations between the two parties over a contract dispute. United chairman and chief executive officer Gene Schneider said in a statement, "We believe that there is no basis for the suit and intend to defend it vigorously." Mr. Schneider said United also was evaluating claims he said the company has against CATV Facility.

CATV Facility could not be reached for comment on the lawsuit. □

Hughes Builds Earth Station In Chicago Area

SCHILLER PARK, IL—The Hughes Communications Satellite Service Inc. said it opened an earth station here designed to allow Chicago-area businesses to tie directly into the Galaxy satellite communications network.

The earth station is located near O'Hare International Airport, and according to Hughes officials, major initial users of the facility will be IBM Corp. and MCI Communications.

Galaxy II and Galaxy III were both launched to serve the communications needs of the general business community; Galaxy I caters exclusively to the cable television industry. □

Paramount Ups Klingensmith

LOS ANGELES — Paramount Pictures Corp. has promoted Robert Klingensmith to executive vice president of video distribution.

The new appointment gives Mr. Klingensmith responsibility for worldwide distribution of all Paramount product to pay television, home video and ancillary markets. □

From a Close Bond with Customers...

Came the Closest Bond in Cable.

Developing a close bond requires understanding and cooperation. Understanding your needs and cooperating to develop effective solutions is our idea of Customer Service.

Typical of this approach is our T4 Plus™ coaxial cable. Building on T4 technology, T4 Plus addresses the needs expressed by our customers: improved handling characteristics, mechanical integrity, and resistance to environmental abuse. T4 Plus, 100% bonding (conductor to dielectric, dielectric to sheath, sheath to jacket) provides improved performance while utilizing standard connectors and coring tools.

TFC, where communicating with customers leads to closer bonds. For more information, please call 800-TFC-CATV or write:

TFC TIMES FIBER COMMUNICATIONS, INC.
CABLE TELEVISION DIVISION
358 Hall Ave. P.O. Box 384 Wallingford, CT 06492

See us at the Texas Show — Booth Nos. 504, 506 & 508.

Santa Cruz Extends Deadline for Proposals

SANTA CRUZ, CA—City and county officials here have extended the deadline for filing cable franchise proposals until at least Jan. 15, from the original Dec. 31, 1984, deadline.

Richard Wilson, Santa Cruz city manager, said the extension was made at the request of a potential respondent, whom he declined to identify. Local sources said the request was made by a group of Santa Cruz investors who have stated they intend to apply for the 47,000-home franchise. Last week elected officials were scheduled to vote on a recommendation that they further extend the filing deadline to Feb. 15. Mr. Wilson said he expected approval of that recommendation.

Interest in the Santa Cruz franchise situation among cable industry onlookers has sharpened in the wake of Group W Cable Inc.'s Nov., 1984 filing of a lawsuit against the city and county of Santa Cruz in a U.S. District Court (see *Multichannel News* Dec. 3, 1984, p.4). The lawsuit argues, among other things, that under the federal cable act of 1984 Group W—which operates a 36,000-subscriber system here—is entitled to a franchise renewal procedure.

Group W's system has 12 channels with one pay service, Showtime, and a basic penetration of around 77 percent. The company is mounting a partial upgrade of the system while local officials prepare to consider new franchise applications. Last summer negotiations over renewal of the franchises fell apart after Group W and franchising authorities failed to reach an agreement involving a proposed plan for allowing the city and county control over basic cable rates and services.

Local officials said they are concerned that the cost of the cable system's tier containing over-the-air channels remain low, and have argued that problematic broadcast TV reception in the area grants Group W a special advantage in selling basic cable.

At least one concern—a proposed cable TV cooperative—has announced its intention to submit an application for the franchises, in addition to the local investors. □

CAB Seeks Entries For Third Contest

NEW YORK CITY — The Cabletelevision Advertising Bureau is planning its third annual Mission Accomplished contest for outstanding achievers in sales excellence and creative commercial production.

The contest recognizes excellence in local and regional sales, according to Ron Fischmann, CAB vice president of local sales, and also national efforts including cable networks and rep firms.

Awards will be made in four categories based on market size: 25,000 or fewer subs; 25,000-50,000; 50,000-100,000; and over 100,000. Salespeople are asked to give their accounts of major breakthroughs in securing new business through extraordinary efforts and resourcefulness, Mr. Fischmann said.

This year the competition includes a category for creative developments that produced tremendous results for a client, Mr. Fischmann said.

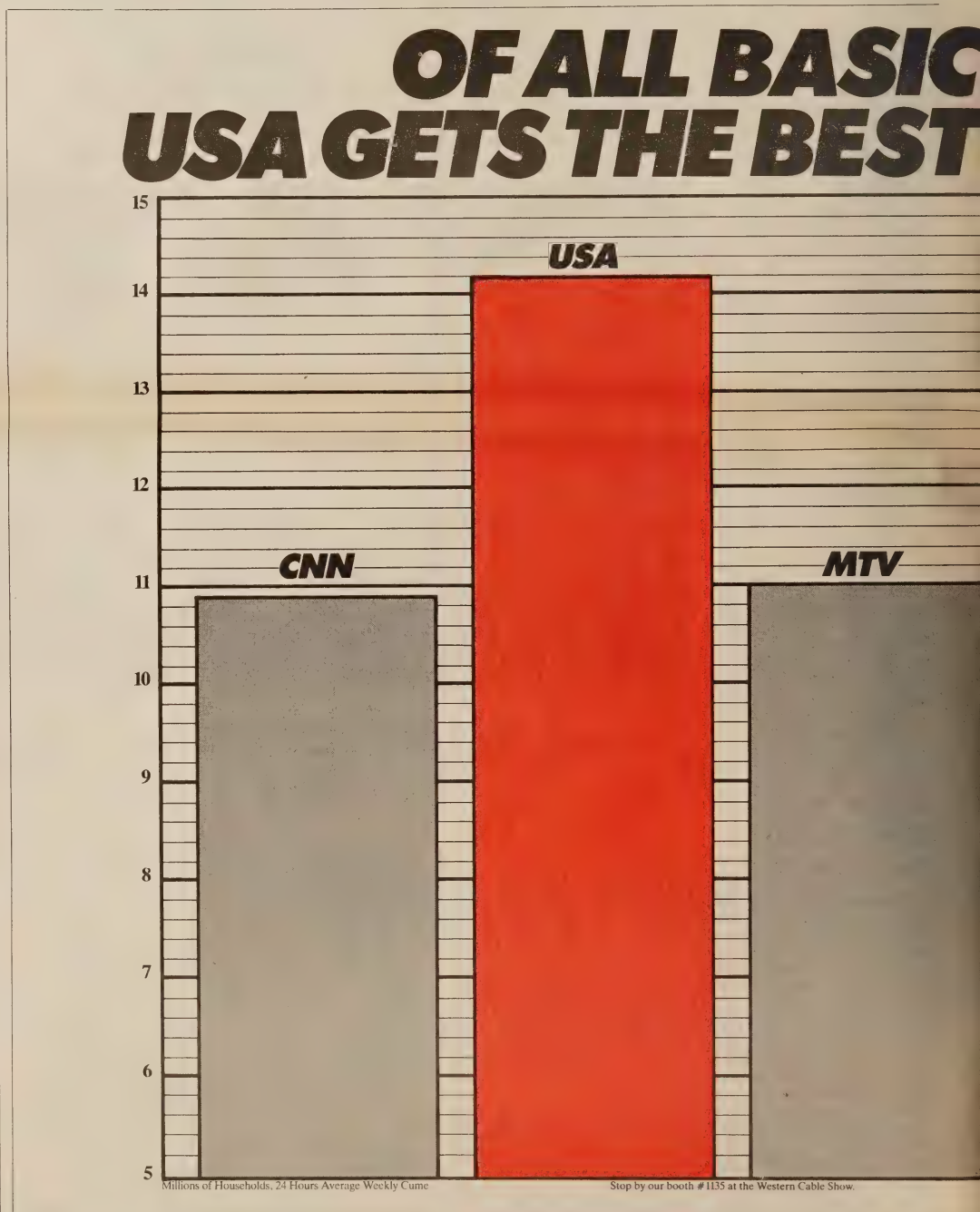
Awards are to be presented at the CAB Cable Advertising Conference in Mar.

Entry forms are available through CAB, 767 Third Ave., New York, NY 10017. Deadline is Feb. 15. □

NY Op Plans Health Special

NEW YORK CITY—Manhattan Cable TV will present "The Winter Health Special" in Jan., offering advice on how to survive the winter months comfortably.

The 28-minute special produced by Lenox Hill Hospital will offer segments on lifestyles during the cold weather months, and a realistic look at common cold remedies, among other the topics explored by a group of medical professionals. "The Winter Health Special" also will be provided to Group W Cable here, assuring play to all of Manhattan, with some 250,000 subscribers. □



Texas Show

Continued from page one

entries into the cable industry as well as mergers and buyouts have condensed the number of exhibiting companies.

Showtime/The Movie Channel and Home Box Office will both provide entertainment during the show this year. Showtime will present country/western singer Ray Stevens on Wednesday night after the annual barbeque sponsored by the Texas association. HBO will provide the entertainment at Thursday's "Fiesta Night" with Earl Thomas Conley, also a country/western singer.

Activities at the show get underway Tuesday night with a tennis and golf pairing party at the Hilton Hotel at 7:30 p.m. The golf tournament begins at 8:30 a.m. Wednesday at the Willow Springs Golf Club, while the tennis tournament is scheduled to begin at 9 a.m. at the Northern Hills Country Club.

Drawings and contests are big fare this year at the Texas Show. Mega Hertz Sales is holding two drawings; the first, a giveaway for a portable generator from ONAN, and the second for a commercial satellite receiver from Standard Communications. Telecrafter Products will hold a drawing for operators also; the prize is a portfolio. Telecrafter officials said the winner is not obligated to buy anything. PTS Corp. will hold a drawing each day for a framed Remington art print, "The Coming & Going of the Pony Express."

Hospitality suites at this year's show include one by Home Sports Entertainment at the Hilton Hotel's La Corona room Wednesday night. Showtime/ TMC will host a hospitality suite in addition to providing entertainment for Wednesday night's barbeque. Jason Randal will perform magic tricks and Kim Olson will sing during the hospitality party at the Hilton Hotel.

Show business starts at 9 a.m. Wednesday when Paul Kagan Associates begins in all-day seminar on theft-of-service at the Hyatt Regency. The Texas association is sponsoring a seminar on the Cable Communications Policy Act of 1984 at the Hilton Hotel the same day.

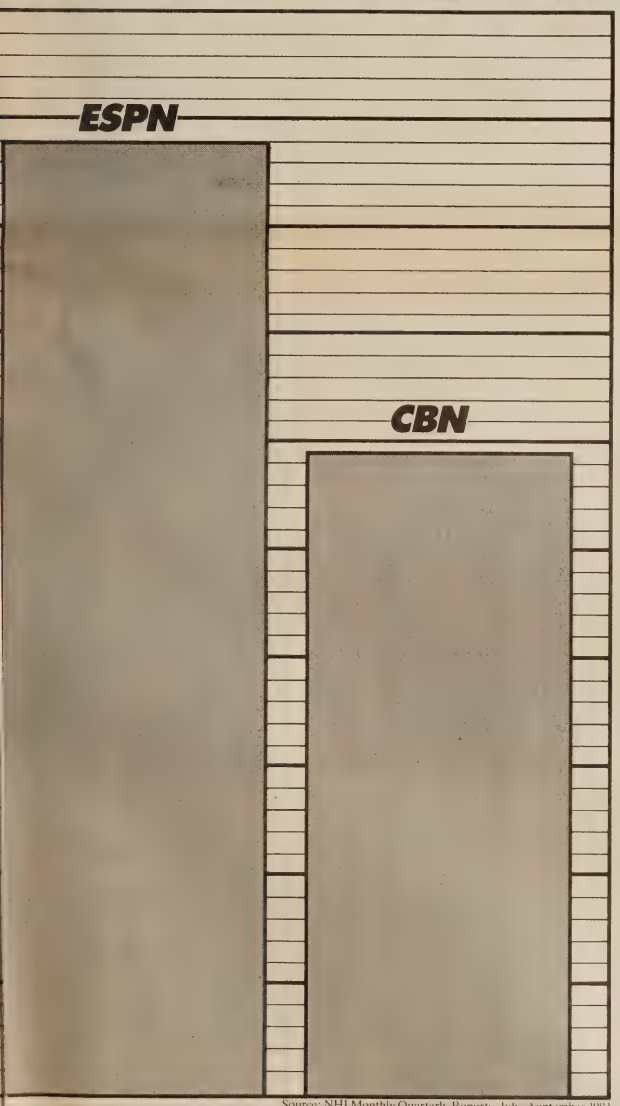
According to TCTA's Bill Arnold, the workshop will run from 9 a.m. to 1 p.m. He said a $25 fee per person is required to help cover the costs of materials which will be presented during the workshop.

The exhibit hall opens at 1 p.m. Wednesday and closes at 7. A cocktail hour will begin at 6 p.m., and the annual barbeque starts at 7 in the convention center.

A continental breakfast starts at 8 a.m. at the convention center Thursday, Mr. Arnold said. The exhibit hall opens at 9 a.m., closes from noon to 2 p.m., and then opens again until 7 p.m.

Marketing and technical ses-

CABLE NETWORKS, RECEPTION.



Source: NHI Monthly/Quarterly Reports, July - September 1984

Some basic cable networks are sending out big signals about their large numbers of subscribers.

But subscribers are one thing. Viewers are another.

And it's USA that's getting the warmest reception.

In fact, we're hot.

Because USA is now the most watched cable network ever. Over 14 million cumulative households turn us on weekly.

That's more than ESPN, CNN, CBN or MTV.

But our success isn't an overnight one. We've been at the top for the last six months.

For instance, in October we had over 15 million viewers weekly.

And it's all because of our unique entertainment programming format. Our broad appeal is what keeps more people tuned in.

And the happier your viewers are, the longer they'll stay with you.

So take a look at the basic cable network that'll give your system the most attention. USA Network.

Regional Sales Offices:
Eastern (212) 408-9100
Central (312) 644-5413
Western (213) 277-0199

USA® NETWORK

AMERICA'S ALL ENTERTAINMENT NETWORK

Voters Seek To Overturn N. Dak. Award

BISMARCK, ND—A petition seeking to overturn Bismarck's new franchise award to current franchisee Meyer Broadcasting was filed with the city last week.

The "referendum petition," with 734 signatures, could set up a vote on the award if the council does not rescind its action within 90 days from the petition's filing, according to city auditor Grant Berkquist. The petition bore nearly twice the 378 required signatures for such a document.

The city attorney, Mr. Berkquist said, noted that there may be problems in referring the petition to a referendum, for while state law provides for certain ordinances to be turned over to voters through a petition process, the administrative ordinance passed by the council may not be covered under state statutes.

The council is expected to take up the matter at its next regular meeting Jan. 22, Mr. Berkquist said.

Meyer Broadcasting and the two other companies that responded to Bismarck's request for proposals last year were awarded franchises in early Dec. (see *Multichannel News*, Dec. 10, 1984, p. 4). Three ordinances were passed, one for each company, and the companies have 60 days to file acceptance statements, Mr. Berkquist said. He said Meyer was the only to do so thus far.

Meyer Broadcasting's Bismarck Cable TV has about 80 percent penetration in the 22,000-home state capital. □

Texas Show

Continued from page 19

sions begin at 9 a.m. Thursday. The first sessions of the day include "Personal Practices That Will Keep You Out of Court," "Digital Television" and "Council for Cable Information: What It Does for You."

Beginning at 10:30 a.m. sessions include "Challenge of Copyright for 1985: The Cable Perspective," "Two-Degree Spacing," "Segmenting the Cable Market: A Traditional Marketing Technique Helps Out Marketing" and "Cable Ad Sales and Co-op Buying: Can It Work for Cable?"

At noon, a luncheon reception will be held at the convention center to present the Texas association's John Mankin Award.

Panel sessions again begin at 1:30 p.m. with topics such as "Cable Communications Policy Act of 1984: An Overview," "Signaling and Control" and "Customer Service Representatives: The Heart of Your Business."

The last sessions of the day begin at 3 p.m. and include "Cable Theft Deterrents Through Prosecution," "Multichannel Television Sound" and "A Practical Approach to Telemarketing."

A president's reception will be held in the exhibit hall at 6 p.m., and the nightly entertainment and dinner follow at 7.

Friday's schedule of events is light, beginning with the exhibit hall opening at 9 a.m. Bloody Marys will be presented at 11:30 a.m. and the exhibit hall closes at 1 p.m.

Following is a list of exhibitors at the 1985 Texas Show.

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Please turn to page 22

Remember when cable security was only a franchise commitment? Now . . .

TOCOM. First in Cable Security.

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Two-way service became a reality and cable security became the first interactive service to receive broad subscriber acceptance. Today, operators are aware of the ever increasing importance and revenue potential of providing home and fire protection as well as entertainment services to subscribers.

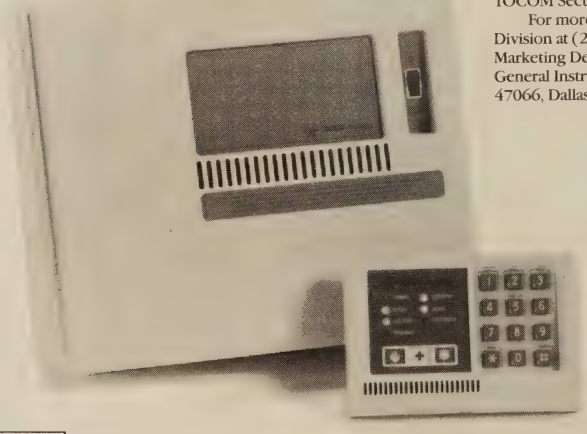
Increase profits and expand your market with a TOCOM Security System. More than a decade of TOCOM experience has gone into the development of a fourth generation system that offers field-proven reliability and unmatched features. Features that sell subscribers and benefit you.

- Continuous, computerized monitoring of up to 128,000 subscribers.
- Eight reporting functions including fire, intrusion, panic/assault and medical emergency.
- Modular home terminal design for easy installation, maintenance and upgrades.
- Operates over leased cable TV channel, standard telephone line, or both for dual reporting.
- UL and CSFM listed. Backed by the largest service network in the industry.

Subscribers will appreciate the TOCOM 3000A Home Alarm Terminal. They can test, arm/disarm, and check the status of their system from up to four convenient locations. The 3000A works in conjunction with the IV-A Central Data System, combining continuous, supervised monitoring with a host of reporting features.

Whether you offer security directly or through a third party venture, your choice should be TOCOM. The leader in cable security, with more systems installed than all others combined. From proven cost savings and performance to increased market and profit potential, you're secure with a TOCOM Security System.

For more information, call the Jerrold Sales Division at (215) 674-4800 or contact Marketing Department, TOCOM Division, General Instrument Corporation, P.O. Box 47066, Dallas, TX 75247. (214) 438-7691.



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But when they look for up-to-the-minute, in-depth news—any hour of the day or night—there's only one place they can find it.

Cable News Network and CNN Headline News.

So if you want to keep VCR owners sold on cable, remind them of the live coverage they can get only on CNN. Live interviews. Daily financial reports. Hourly, updated sports scores. And most of all, pre-emptive live coverage of major world events, as soon as they happen.

And on CNN Headline News, up-to-the-minute half hour newscasts featuring live cut-ins of breaking stories.

No one can rent that on tape. Make sure your subscribers know there's a world of live news and information available only on cable—and your CNN services.

If you don't yet offer CNN and CNN Headline News, call Turner Cable Sales at (404) 827-2250.

Cable's Most Important Network

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Continued from page 20

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Let's face facts. You want the most for your money. Now Regency gives you just that. **For under $95,*** Regency offers you an exciting package you won't be able to resist. You get the state-of-the-art Regency 450MHz addressable converters, and at no additional cost, ***six*** of our unique dual mode headend scramblers **FREE**! Furthermore, we will provide you with a fast, efficient interface to your current system. ***Nobody else offers you all that for under $95.****

Regency's sensational new line of attractive, test-proven converters integrates the latest technology, superior reliability, and high-performance specifications.

In addition, every Regency converter now includes the addressable decoder module encased in a welded steel enclosure allowing for maximum security and assures tamper-proof operation.

The fact is, ***Regency gives you more for your money than ever before.*** Call us for more information and/or personal demonstration. You can't afford not to.

*Minimum order of 10,000 units shipped in 1984. Hand-held remotes extra.

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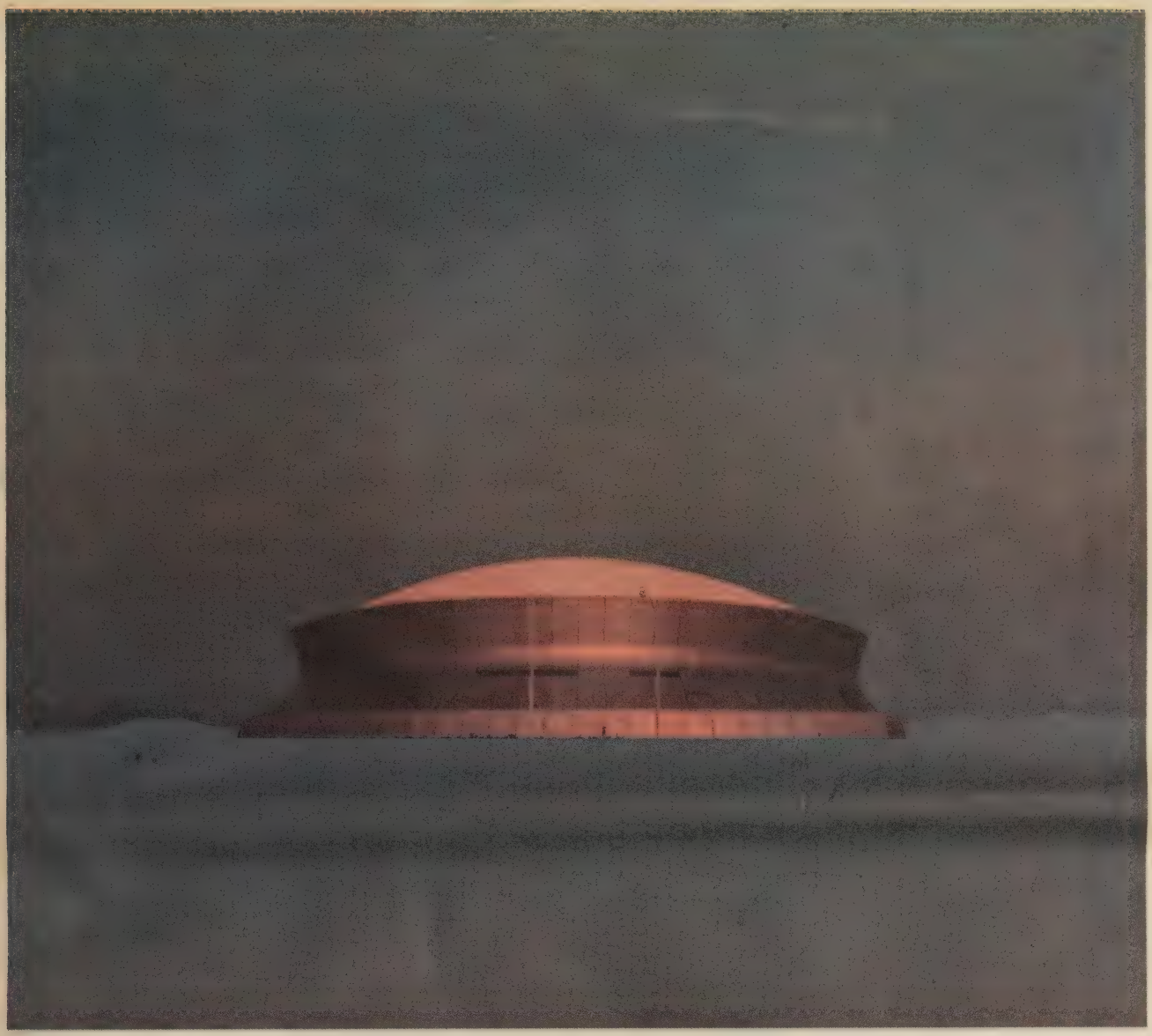

NO ONE CAN RENT A TAPE OF TOMORROW'S GAME.

Today's VCR owners *can* rent a tape of tomorrow's premium-service movies.

So if you want to keep VCR owners interested in cable, remind them of the live entertainment only cable can offer.

This month, your viewers can enjoy the excitement of live NBA and collegiate team sports, auto racing, and other special events.

They won't find all this entertainment on tape. It's live, only on cable and SuperStationWTBS.

Make sure your subscribers know there's a world of live entertainment that's available only on cable—and the best of it is live on SuperStationWTBS.

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Cable's Most Popular Network

SuperStation WTBS

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For good reason. In fact, for lots of good reasons. Superior satellite service is a good place to start.

It all began in 1975, when the cable TV industry was looking for expansion opportunities. It was then that RCA launched its first Satcom satellite. From that early point on, HBO,® WTBS, ESPN,™ CBN, Showtime®/TMC™—all the biggest names (and initials) in programming—signed up.

There were, of course, other satellites available. But not a single one of them offered what Satcom did. Namely, the concept of a dedicated cable satellite with 24 transponders and, later, a back-up system that protected them in the event of a satellite failure. And to this day, they *still* haven't matched our protection system.

Needless to say, it is comforting for our family of programmers to find this kind of safety in RCA.

There's plenty of comfort in a reliability factor of 99.99%. It's hard to beat that kind of statistic.

This exemplary record is nothing particularly out of the ordinary. RCA has always represented the most positive images in the world of communications. Since the early part of the cen-

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IGGEST NAMES
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RECEPTION?

OUR BACK-UP SYSTEM OFFERS PROTECTION AGAINST BLACKOUTS.

tury, RCA has stood for enterprise, innovation and an extremely high level of expertise.

That high level is about to manifest itself in a new launch that a lot of people are very excited about. This new spacecraft is a 47-watt, Ku-band satellite with the capability of serving receiving antennas as small as three feet in diameter, thereby opening up a whole new world to operators and programmers. Throughout the contiguous United States, all sorts of places will become easy mounting locations for these small receiving dishes. An estimated 22 million households not currently able to receive cable TV will become an exciting new marketing universe.

It's no surprise. It's merely typical of RCA's continuing technological leadership.

The launch is scheduled in the fall of 1985. Therefore, the timing couldn't be better for you to inquire about RCA Americom and learn more about all the benefits it can have in store for you and your business.

Call Bill Berman or Don Reinert at (609) 734-4000 for more detailed information.

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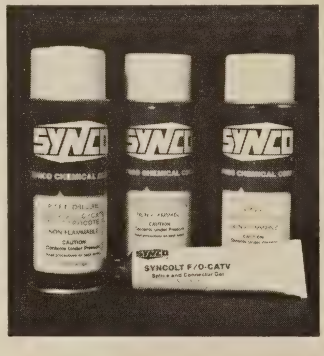
4. Electro Cote—A PTFE compound that coats cable to reduce insertion force loads and protect against moisture, corrosion and electrolytic galvanic action. Can be used on pin connectors, couplers, pin tap connectors, transmissive couplers, body thread on fiber optic CATV connectors, ceramic and metal. Electro Cote comes in convenient nonflammable aerosol can.



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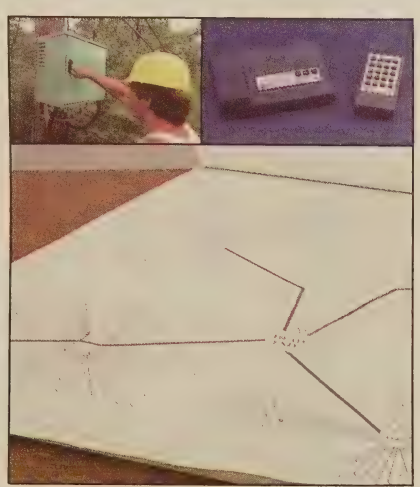
And pay-per-view is going to be offered by over 33% of cable operators with addressable systems by 1985.

It was not caution that inspired *Times Fiber Communications* to invest in the development of MINI-HUB II.™ *It was vision*—with a view toward emerging consumer demands and increasing systems revenues.



Also take a look at other MINI-HUB benefits:

- Eliminates the high costs of in-home servicing.
- Eliminates theft of hardware and service.
- Reduces the high cost of in-home equipment.
- Minimizes initial investment for advanced star-switched technology by having lower trunk and feeder costs and fewer electronics and passives.

For more information, write or call: Times Fiber Communications, Inc., P.O. Box 384, Wallingford, CT 06492, (800) 243-6904.

MINI-HUB II

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212-557-9857
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405-755-9703
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Booth: 205

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Tulsa, OK 74145
918-665-6690
Booth: 161

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4 Gladys Court
Edison, NJ 08817
607-739-3844
Booth: 304

W

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3535 Briarpark
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713-785-3143
Booth: 457

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This Week

January

14-15 **Satellite Technology for the Non-Technical Manager,** AMFAC Hotel, Los Angeles. Contact: Phillips Publishing, 301-986-0666. Seminar is geared toward managers and mid-managers without technical backgrounds. Topics covered include satellite fundamentals, ground segment fundamentals, the satellite communications industry, policy makers and the future of satellite communications.

15-17 **Jerrold Technical Seminar,** Clarion Hotel, San Francisco. Contact: Beth Schaefer, 215-674-4800.

16 **Colorado Cable Television Association First Annual Winter Meeting,** Governor's Court Hotel, Denver. Contact: Steve Durham, 303-863-0084. Topics covered include review of cable bill by NCTA members, customer service, marketing and management concerns. Time: 9:30 a.m. to 3:30 p.m.

16 **Rocky Mountain Meeting of Group of the SCTE Workshop,** ATC National Training Center, Denver. Contact: Bruce Catter, 303-740-9700. Workshop will be a hands-on test equipment seminar. Fee: national members — $5, non-members — $10.

16 **IRTS Newsmaker Luncheon,** Waldorf-Astoria, New York City. Contact: Marilyn Ellis, 212-867-6650. Speakers: Jack Valenti, president of the Motion Picture Association of America; Peter Ueberroth, commissioner of baseball; and James Mooney, president of the National Cable Television Association.

18 **Central Valley Cable Council Annual Dinner Meeting,** Holiday Inn Fresno Airport, Fresno, CA. Contact: 209-688-1756. Speaker: Bill Jones, California Republican state assembly member representing the 32nd district. First annual dinner meeting will also review group's first-year projects and look ahead to 1985 projects.

19 **Cable Television Access Conference,** AFI Campus, Hollywood, CA. Contact: Lynn Schuster, 213-381-6411 or Claire McCance, 213-827-5741. Sponsored by the League of Women Voters of Los Angeles and the American Film Institute. Speakers will discuss viewpoints of public access users, cable operators, policy makers and cable administration. Fee: $20. Conference will conclude with a reception to welcome the new Board of Telecommunications Commissioners.

January

21 **The Cable Franchise Policy & Communications Act, of 1984, the New Era in CATV,** Doral Inn, New York City. Contact: Practicing Law Institute, 212-765-5700.

21 **Golden Gate Chapter of SCTE Meeting,** Concord Sheraton Hotel, Concord, CA. Contact: Dave Large, 408-998-2333. Topic: Multichannel television sound.

21-22 **Telco/Utility Electric Strategies for Cable TV Entry,** Hyatt Regency Hotel, Washington, D.C. Contact: TeleStrategies, 703-734-7050. Fee: $895

21-23 **Washington State Cable Television Association Annual Legislative Meeting,** Tacoma Sheraton Hotel, Tacoma. Contact: Bruce Frickelton, 206-627-6981.

22 **Dallas Cable Club Meeting,** Mandalay Four Seasons Hotel, Las Colinas, Irving, TX. Contact: Jane Ketchum, 214-387-8557. Speaker: Kathryn Creech, president of the Council for Cable Information.

22-23 **Society of Cable Television Engineers Technical Seminar,** Sheraton Hotel, Concord, CA. Contact: David Large, 408-988-7333. Topic: Multichannel television sound.

22-24 **C-Cor Technical Seminar,** Best Western Airport Park Hotel, Inglewood, CA. Contact: Bryon Brammer, 800-233-2267.

22-24 **Blonder-Tongue SMATV/MATV/CATV/TVRO Technical Seminar,** Holiday Inn Airport/South, Atlanta. Contact: Sharon Leight, 201-679-4000. Meeting held in conjunction with Adams & Associates Inc

23-25 **North Dakota State Cable Association Annual Convention,** Kirkwood Motor Inn, Bismarck, ND. Contact: Elden Pfenning, 701-223-4000.

29 **Atlanta Chapter of Women In Cable Meeting,** Colony Square Hotel, Atlanta. Contact: Barbara Cohen or Lee Winters-Rosenberg, 404-233-2120.

29-30 **Missouri Cable Television Association Annual Legislative Conference,** Ramada Inn, Jefferson City, MO. Contact: Charlie Broomfield, 816-453-3392.

29-31 **Communications Networks Conference & Exposition,** Washington Convention Center, Washington, D.C. Contact: Louise Myerow, 617-879-0700. Designed for telecommunications managers and officials making company decisions on communications equipment and services.

29-31 **Cable Television Technical Training Seminar,** Holiday Inn, Tysons Corner, VA. Contact: Howard Plattner, 703-823-6522.

30 **Kagan Theft-Of-Service Seminar,** Hyatt Regency, San Antonio, TX. Contact: Genni O'Connor, 408-624-1536.

30-2/1 **Texas Cable Show,** Convention Center, San Antonio, TX. Contact: Bill Arnold, 512-474-2082

1/28-2/1 **40th Annual Conference of Society of Plastics Industry's Reinforced Plastics/Composite Institute,** Hilton, Atlanta, GA. Contact: RP/C conference administration, SPI, 212-573-9400. Both engineering and marketing reports on antennas for satellite television reception will be presented.

31 **Chicago Chapter of Women In Cable Meeting,** Cablenet facilities, Chicago. Contact: Peggy Busch, 312-698-4490. Open house to meet 1985 board members.

February

4-6 **National Religious Broadcasters Convention,** Sheraton Hotel, Washington, D.C. Contact: NRB, 201-428-5400.

5-6 **Arizona Cable Television Association,** Hilton Hotel, Phoenix. Contact: ACTA, 602-257-9338.

8 **"The New Technologies: Changes & Challenges in Public Relations,"** Sheraton Grand Hotel, Los Angeles. Contact: Sarah Midgley, 202-298-7512. Hosted by The Media Institute.

11-15 **Video Expo San Francisco,** Civic Auditorium, San Francisco. Contact: Sheila Alper, 914-328-9157. Sponsored by Knowledge Industry Publications.

12-13 **Satellite Technology for the Non-Technical Manager,** Westin Oaks Hotel, Burlingame, CA. Contact: Phillips Publishing, 301-986-0666.

12-14 **Jerrold Technical Seminar,** Orlando, FL. Contact: Beth Schaefer, 215-674-4800.

13-15 **Georgia Cable Television Association Annual Convention,** Atlanta Hilton, Atlanta. Contact: Nancy Horne, 404-252-4371.

17-18 **Idaho Cable Television Association Annual Convention,** Red Lion Riverside, Boise. Contact: Jean Westin, 206-336-9121. For information about Sun Valley Meeting prior to convention, contact Bruce Frickelton, 206-627-6981.

26-28 **Cable Television Training Seminar,** Harely Hotel, Atlanta. Contact: Howard A. Plattner, 703-823-6522. Seminar will be conducted by William O. Grant, author of *Cable Television*

28-3/1 **Bypassing the Local Telephone Exchange: Realities & Myth,** J.W. Marriott Hotel, Washington, D.C. Contact: Phillips Publishing, 301-986-0666.

Outlined entries are new.
Shaded entries are major regional events.

If your cable association or group has an event coming up, let *Multichannel News* know! Write or call Kathy Clayton, *Multichannel News*, 300 S. Jackson St., Denver, CO 80209. Phone: 303-393-6397.

Major Show Schedule:

January 30-February 1
Texas Cable Show, Convention Center, San Antonio, TX. Contact: Bill Arnold, 512-474-2082.

March 4-6
Cable-Tec Expo, Sheraton Hotel, Washington, D.C. Contact: Society of Cable Television Engineers, 215-692-7870.

March 26-27
Fourth Annual Cabletelevision Advertising Bureau Conference, Sheraton Centre, New York City. Contact: Ed Woodyard, 212-751-7770.

April 16-18
CAST '85, National Exhibition Centre, Birmingham, England. Contact: Mark Voss, 713-463-0502.

June 2-5
National Cable Television Association Annual Convention, Convention Center, Las Vegas. Contact: 202-775-3550.

June 17-19
Community Antenna Television Association Annual Convention, Nashville. Contact: CATA, 703-691-8875.

August 25-27
Eastern Cable Show, Congress World Center, Atlanta. Contact: Convention & Show Management, 404-252-2454.

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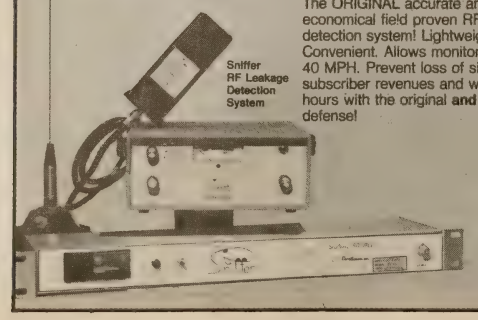

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East

MARYLAND

• **Anne Arundel County** — Bids to wire northern, heavily populated area of county received from Jones Intercable and Rite Cable Co. Non-exclusive franchise for 20,000-home area already held by North Arundel Cable, which hasn't wired area. It's expected franchise will be awarded by mid-Feb., according to county executive.

MASSACHUSETTS

• **West Boylston** — Applications for cable license due Jan. 23, 1985.

• **Bridgewater** — Applications for license for 17,290-population town received from Campbell CATV Associates, Continental Cablevision and Massachusetts Cablevision. Call for amended applications expected to be issued in a few months.

• **Marblehead** — Provisional license for 21,000-population town awarded to Continental Cablevision.

• **Boxborough** — Selectmen last week awarded provisional cable license to Nashoba Communications. Town has population of about 3,000.

• **Groton** — Public hearing over final reports filed by Nashoba Communications of Westford, MA, and United Video Communications of Greenwich, CT, set for Jan. 21. Selectmen for 6,500-population town will probably make decision soon after meeting.

NEW YORK

• Town of **Constantia**, town of **West Monroe** and village of **Cleveland** — Filing proposals to wire three communities were Northeast Cable TV, Tribune Cable Communications and Upstate Newchannels. Officials from towns are expected to meet shortly to discuss bids. Area has around 8,000 homes.

• **Lewisboro** — Town of 9,000 population has begun negotiating a franchise contract with Community Cable Services of Danbury, CT.

• **North Salem** — Town is reviewing offer from Community Cable.

Midwest

ILLINOIS

• **Elmwood Park** — Continental Cablevision Inc. awarded franchise for 10,000-home Chicago suburb. First subscribers expected to be hooked to dual-trunk, 550 MHz system in fall; second trunk will be shadow cable. Award is Continental's 20th in Chicago area, where the operator has more than 50,000 subscribers.

• **Naperville** — Franchise awarded to Rite Cable Co. of Illinois Ltd. Rite will construct 240-mile, fully addressable 550 MHz system to serve 22,000-home Chicago suburb. Institutional net will run 40 miles. Financing for project provided by Hundred East Credit Corp., with Robert S. Shapiro of Shapiro, Hoffman & Abramson of Miami arranging for equity financing.

INDIANA

• **Bloomington** — Tele-Communications Inc., current franchisee, was only respondent to request for proposals issued last year. City telecommunications committee has recommended consultant Cooper-Rutter Associates be hired to aid in evaluation of proposal. TCI's current contract expires in the spring.

IOWA

• **Thompson** — Residents voted 161-25 to grant Winnebago Rural Telephone Association a 25-year cable TV franchise. Company also operates a system in Lake Mills. Thompson system will be underground.

OHIO

• **Cleveland** — Bids due for 500,000-population city Mar. 15, 1985.

• **Greenfield** — Times Mirror Cable TV was awarded a new franchise during a bidding process here in which another company participated. Under the terms of the new deal, Times Mirror will expand basic service to 25 channels from 12, add pay services Home Box Office and Disney Channel, make converters available to all subscribers, upgrade to 30-channel capacity, and make a commitment to educational and public access services. Town has about 5,000 homes.

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Judge Dismisses Claims By Nor-West in St. Paul

By Jim Dawson
Special Correspondent

ST. PAUL — Claims by Nor-West Cable Communications Partnership that the city of St. Paul violated federal antitrust laws and First Amendment rights by granting the city's cable franchise to another company were dismissed by a federal judge.

The ruling, by U.S. District Judge Donald Alsop, was the latest in the long and controversial franchising process in St. Paul.

Nor-West, which was originally granted the franchise but lost it to a veto by St. Paul mayor George Latimer, has thus far failed to convince the courts and the Minnesota Cable Communications Board that it should be allowed to build a system in St. Paul. The Boston-based Continental Cablevision won the franchise and hopes to hook up the first subscribers to the $40 million system by Apr.

Nor-West's only victory in its fight to build a cable system came when the Minnesota Court of Appeals ordered the state cable board to conduct a special review of Nor-West's objections to the franchising process.

But in Sept., 1984, the Minnesota supreme court overruled the court of appeals and upheld the original cable board decision.

Nor-West's suit before Judge Alsop was separate from the state court actions.

Judge Alsop, in his ruling of Dec. 27, dismissed two claims of antitrust violations by St. Paul as well as a claim that the city had denied Nor-West its First Amendment rights during the franchising process.

The judge did not dismiss other counts in Nor-West's lawsuit involving due process and conspiracy allegations.

"Judge Alsop's order vindicates the process followed by St. Paul in awarding a cable TV franchise to Continental Cablevision," said Ernest Reveal, the attorney representing St. Paul.

Ron Haskvitz, an attorney for Nor-West, said he had not had time to review the order and could not comment on it. □

Rogers Seeks System Changes In Minnesota

MINNEAPOLIS — Rogers Cablesystems' financially troubled suburban cable system in southwest Hennepin County could receive more than $400,000 in relief under a tentative agreement negotiated with the Southwest Suburban Cable Commission.

If the agreement is approved by the city councils of the five towns served by the system, Rogers could defer about $150,000 in franchise fee payments and reduce its local program budget by more than half, saving more than $250,000.

The budget and franchise fee cuts would be temporary under the agreement, and cable commission officials said the final agreement would likely include provisions to automatically restore the cuts when the system's financial condition improves.

The cuts won't solve the financial problems of the $23 million system but should help Rogers renegotiate an $18 million loan with the Toronto Dominion Bank, company and cable commission officials said.

The sharp reduction in Rogers' local program budget will not end program production by area residents, said Ralph Campbell, cable commission administrator.

The suburban cable system hasn't shown a profit in three years of operation and, without the financial relief spelled out in the agreement, as well as refinancing by the bank, faces a default on a $1 million loan payment due in 1986.

Rogers officials said the problems are due to higher than expected capital costs and lower than expected subscribership.

Rogers is also anticipating some financial problems with its $80 million cable system in nearby Minneapolis. Rogers officials have told Minneapolis cable officer Jane Bremer that they will be detailing their problems in the near future. □

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Southwestern, Garnet Rich (214) 869-1726.
Central, Neal Weintraub (312) 944-4800.
Western, Judi Klosek (818) 840-7883.
RATE OF GROWTH, FIRST HALF 1984.
59.1%
21.0%
11.4%
7.0%
3.0%
THE DISNEY CHANNEL
THE MOVIE CHANNEL
SHOWTIME
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HBO
*Source: Kagan Pay TV Report, August 13, 1984
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Videotex Assn. Calls For Award Nominations

ROSSLYN, VA—The Videotex Industry Association here said it is calling for entries for its first annual Videotex Industry Awards.

The awards will fall into three categories, according to Larry Pfister, VIA's founding chairman and president of Maritime Data Network Ltd. Mr. Pfister said the three categories include the Distinguished Service Award, honoring an individual who has made a significant contribution to the videotex industry in general and to the VIA in particular; the Videotex Innovation Award, honoring either an organization or individual that has achieved the greatest innovation in videotex development during the year; and the Outstanding Achievement Award, honoring an organization for its videotex achievement over the years.

"The awards program is intended to give our industry increased recognition and improve its visibility at a time when videotex is still not a 'household word' in these United States," Mr. Pfister said.

Deadline for nominations is Feb. 4, 1985; only VIA members may submit nominations, Mr. Pfister said. He noted, however, any company or individual may be nominated by a VIA member.

Separately, the VIA has revised its dues structure to broaden its membership base and allow increased exposure of videotex to businesses and organizations interested in videotex.

Industry trade associations and both U.S. and foreign government agencies may now join the VIA in a special non-voting category for $1,000 annual dues. Organizations in this new category will receive VIA publications and attend VIA meetings at membership rates, according to VIA membership chairman and vice president of interactive services for American Express Colin Reeve.

Mr. Reeve said the dues structure was streamlined by combining two voting categories in one. All companies with revenues between $1 million and $20 million will pay $750 annually. Previously, firms making between $1 million and $5 million paid $500 and companies making between $5 million and $25 million paid $1,000 as voting members.

Companies having revenues of more than $20 million will continue to pay an annual fee of $3,000 as full voting members. □

WOR	N.Y. Mets—90 games	N.J. Nets—15 games N.Y. Knicks—31 games	N.Y. Islanders—20 games N.Y. Rangers—29 games N.J. Devils—15 games
WTBS	Atlanta Braves—150 games	NBA Basketball—55 regular season games Based on 1984/1985 season.	none
WGN	Chicago Cubs—148 games	Chicago Bulls—15 games	none
WPIX	N.Y. Yankees—100 games	none	none

Based on 1983/1984 schedules

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CMS Announces Marketing Pacts

ARLINGTON, TX — Cable Marketing Services here said it recently completed a telemarketing training seminar for a Cox Cable division and has begun a direct sales program for Heritage Cablevision systems in the South Bend, IN, area.

Values of the programs weren't disclosed.

The Cox program was designed for system- and region-level trainings of telemarketing personnel, CMS said. Participating in the seminar were Cox employees from Great Neck and Saranac Lake, NY; Williston and Rutland, VT; Roanoke, VA; Cranston, RI; and North Adams, MA. Cox eastern division marketing manager Phil Hughes and corporate telemarketing director Terri Thompson coordinated the conference.

The project with Heritage will cover 75,000 homes, which will be canvassed by a CMS sales-trained team to boost both basic and pay cable penetrations. The project has begun and will run into the first quarter of 1985, CMS said. □

Learning Channel Signs Nationwide Cable Rep

CLEVELAND, OH—The Learning Channel has appointed Nationwide Cable Rep exclusive representative for placing spot cable advertising buys on a national level, Nationwide Cable Rep said recently.

Addition of The Learning Channel increases to four the number of cable networks represented by Nationwide, the company said; the other three are Satellite Program Network, Texas Cable Network and Financial News Network. Nationwide recently announced it will no longer represent Pacific Cable Network. □

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Signal security—always a concern—is virtually guaranteed with the 8550. Dynamic switched sync suppression has proven highly effective and will continue to be so in the new terminal. Furthermore, because all information, authorizations and changes are downloaded from the headend, *the 8550 need never be opened.* (An optional locking pin can even further enhance the physical security.)

Even if the set-top terminal is opened, internal electronic safeguards will keep the tampering from being successful. A refresh timing signal, default frequencies, even an addressed function that automatically disables illegal terminals, are all features designed into the 8550 to put a lock on signal security.

Increased security and enhanced capabilities add up to better control, system wide. And better control is better business. The 8550 from Scientific-Atlanta is very simply a superior converter. (It carries the industry's first *and only* 2-year warranty on an addressable terminal!)

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Pico Intros Products, Cuts Prices of 'Promo'

LIVERPOOL, NY — Pico Products Inc. here recently introduced several products for the cable television industry and reduced the price of its Promo encode/decode headend system equipment by more than 40 percent.

Pico said that because of new methods of manufacturing its Promo encode/decode equipment, the company could drastically reduce the price of the system. The encode/decode system consists of three pieces of equipment: encoder generator, lower sound generator and preemphasis amplifier. Company officials said the system now sells for $275 per piece. Each piece used to cost ops $465. For systems requiring all three pieces, the total headend cost has been reduced to $825 from $1,395.

All Pico encode/decode products are covered by the company's two-year warranty. The Promo encode/decode systems are available through Anixter Communications dealers.

A security rack configuration of the OTAS off-premises addressable system was designed for multiple dwelling applications and each rack is preassembled with up to 40 subscriber modules. Each sub module, according to a Pico spokesperson, features an addressable switch for basic service and seven active traps. Each active trap is capable of securing discrete or multiple channels, including entire bands, the spokesperson said.

As an alternative, Pico is also offering operators an indoor/outdoor MDU security cabinet capable of serving eight subscribers. These cabinets feature 16-gauge steel standard construction and also come with 14-gauge available. Security cabinets are shipped with multi-taps installed inside, the spokesperson said.

Pico Satellite, a subsidiary of Pico Products, has introduced a series of low profile rack mount modulators for the cable television industry.

The M45 series features frequency agility with plug-in filters and crystals, the spokesperson said. The monolithic channel passband filter never requires maintenance for calibration, the spokesperson added. The units are available in all channels from 2-W.

Pico has a list price for the M45 series modulators of $510 per unit.

The PCM audio-video modulators are crystal-controlled for adjacent channel operation and are available in a 35dBmV output (PCM-35) and 55dBmV output (PCM-55) series.

Each unit has separate modulation and level controls for audio and video and power supplies for each are fused and regulated, the spokesperson noted.

The PCM-35 is listed at $255 per unit, while the PCM-55 is listed at $315 per unit from Pico. □

CWY Elec. Introduces Cable Length Checker

LAFAYETTE, IN — CWY Electronics here has available a cable length checker for the cable television industry.

The model 1500 cable length checker (time domain reflectometer) can be used to locate opens and shorts in any cable with a constant velocity of propagation including 50 ohm, 75 ohm and 93 ohm cable and paired cable, according to a company spokesperson.

The unit features a four-digit display for the length of coaxial cable from 15 feet to 6,500 feet which indicates whether the cable termination is open or short. A conversion switch on the front panel of the unit allows the user to select readout in feet or meters, the spokesperson said.

Two digital switches on the front panel also allow easy operation of the cable nominal velocity propagation setting from .01 to .99, the spokesperson added.

CWY is selling the model 1500 for $495. □

Miralite Drops Dish Prices

SANTA ANA, CA — Miralite International here said it has lowered prices on its 2.4-meter antenna systems.

The 2.4-meter antennas have been reduced about $100 bringing the price of the antenna systems to $985, according to Richard Phillips, vice president of Miralite.

Mr. Phillips said the reductions in prices are due to more efficient manufacturing techniques and increased volume of raw material purchases.

The model 2.4M is designed to exceed two-degree satellite spacing requirements for operations on C- and Ku-band frequencies. □

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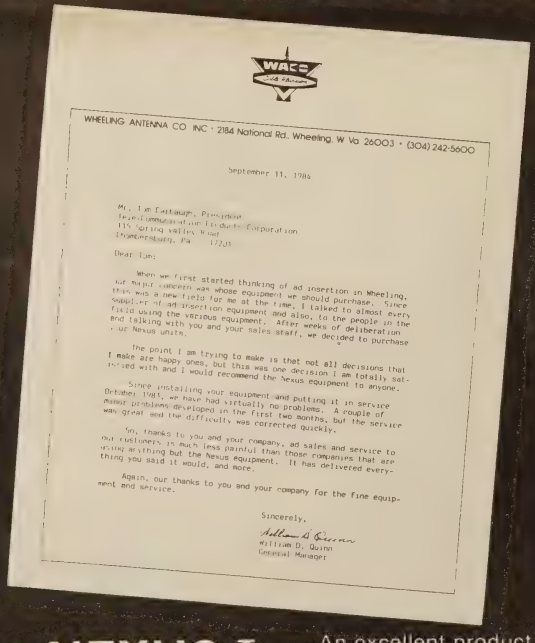

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Satellite Receivers, LNB Introduced by Standard

LOS ANGELES — Standard Communications here has introduced three satellite television receivers and a low noise amplifier block downconverter.

The new agile 24SC receiver, designed for smaller cable systems and satellite master antenna system applications offers full broadcast quality performance, according to president Mason Trulock. The 24-channel receiver includes synthesized phase-lock-loop tuning, dual conversion receiving circuitry and a 950 to 1,450 MHz downconverter system for multiple unit operations.

The agile 24SC receiver is covered by Standard's complete one-year warranty and costs less than $1,000.

Standard's agile 24PC satellite television receiver was designed for the private cable market, Mr. Trulock said.

The 24PC features an exclusive loop-through design which allows the addition of receivers to the system without a loss of signal strength, Mr. Trulock noted. The unit also has advanced dual conversion receiving circuitry with synthesized phase-lock-loop tuning like its cousin, the 24SC.

The agile 24PC will be available the first quarter of 1985 at a price of $796.

Standard's agile 24SK is a receiver that accepts field serviceable plug-in PROMS for a variety of Ku-band formats and variations to center frequencies as required with individual transponders, Mr. Trulock said.

He said the LNBC-12 downconverts the 12 Hz signal to 950 to 1,450 MHz for input in to the agile 24SK.

The 24SK design is based on Standard's agile 24M/S receivers and utilizes a synthesized phase-lock-loop tuning system, dual conversion circuitry to increase image rejection. The unit also uses a threshold extension when needed, Mr. Trulock said.

Standard's LNBC 12 and the company's 24SK are designed to operate in conjunction with one another, Mr. Trulock said. The two pieces together cost $1,196. □

GI Realigns Exec Lineup

HATBORO, PA — General Instrument here said it has made several executive reassignments within its Broadband Communications Group.

William Flaherty, most recently vice president and general manager of administration and Far East group operations for GI, has been promoted to executive vice president of Tocom. Mr. Flaherty, replacing John Nolen who recently resigned from the company, will be responsible for the day-to-day operation of Tocom and will report to Tocom president Michael Corboy.

Mr. Flaherty, Tocom

Hal Krisbergh, vice president and general manager of the Jerrold Subscriber Systems Division, will have extended responsibilities that include the Far East group operations and administration in addition to his current duties of operations, quality and reliability, finance and national service for the Subscriber Division. □

Texscan, AP Sign Equipment Pact

SALT LAKE CITY — Tribune Co. and Associated Press have signed an agreement with Texscan Corp. to develop video graphics display equipment to support the AP News Plus cable news service.

Terms were not disclosed.

Texscan's MSI Compuvid division will design and manufacture a micro-processor-based scheduler/controller to be installed in cable system headends, according to a Texscan spokesperson. The TMS-1 will accept and store AP News Plus stories and schedule their display on up to four graphic decoders.

The TMS-1 will allow the operator to enter local news and advertisements for display in the cable service's videotex format. The spokesperson said the cable operator can also modify the display schedule to create a customized, system-specific news channel or to create specialized channels such as all news, all sports or all local news.

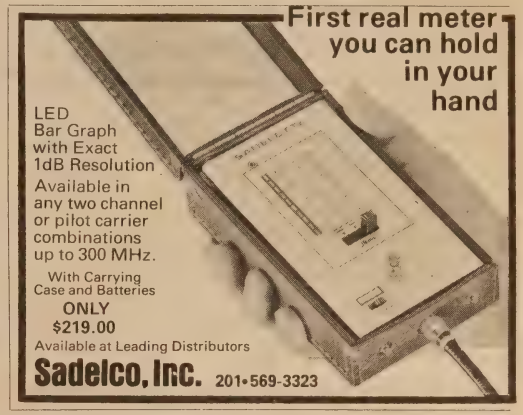
The Texscan spokesperson said the company plans to deliver TMS-1 units to cable operators in mid-1985. □

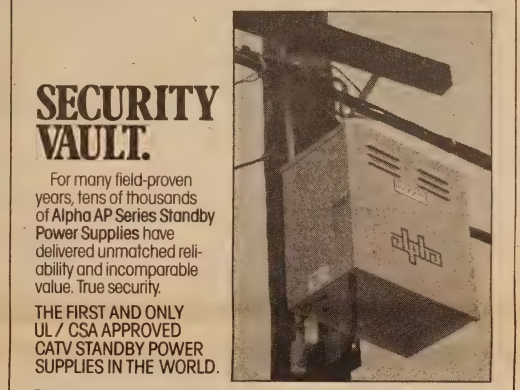
Drake Intros Consumer LNA

MIAMISBURG, OH — A low noise amplifier for consumers and other applications has been developed by R.L. Drake Co. here.

Model 2574 provides a noise temperature better than 100 degrees Kelvin and utilizes a 15-volt DC power supply with an output of 3.7 to 4.2 GHz, according to Drake.

Drake is selling the 2574 at a retail price of $195. □

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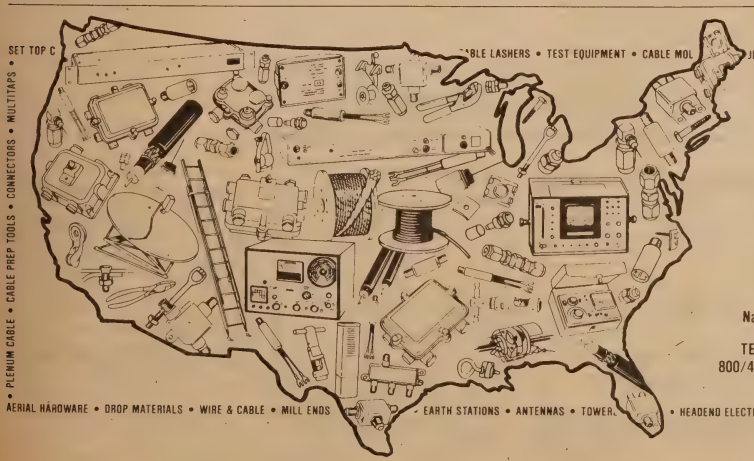
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Monday, November 5, 1984 Multichannel News

A Fairchild Business Publication

Multichannel News

The Newspaper for the New Electronic Media

CMC Launches, Opens Battle Against MTV

By Anne Dukes and Peggy Ziegler

LOS ANGELES—With the words, "Take that, MTV," Turner Broadcasting System chairman Ted Turner launched his MTV challenger, the 24-hour Cable Music Channel, Oct. 26.

At a launch ceremony at the Production Group here, Mr. Turner made other reference to MTV, pledging that his 24-hour music channel will be programmed without "the excessive violent and degrading clips to women that MTV is so fond of." In keeping with the All-American image Mr. Turner likes to claim for his programming services, CMC was launched with a montage of American scenes, followed by the Randy Newman video, "I Love L.A."

There was clearly no love lost last week between TBS and MTV Networks Inc., which will launch its own second music service, VH-1, in Dec. While TBS claimed 2.5 million at launch, MTV Network executive Robert Pittman was quoted in the *Los Angeles Times* last week as saying MTV couldn't find even a million CMC subscribers in its own survey of operators.

The numbers were in with skepticism in other quarters as well, with industry observers pointing out that operators are still smarting from TBS's Cable News Network rate hike last year. "The mood is not one of pre-Turner," said one multiple system operator marketing executive who asked not to be identified. "There's

Please turn to page 42

Honored at the Atlantic Show for his efforts to pass cable television legislation was NCTA president Jim Mooney. Maryland-Delaware Cable Association president David Breidinger presented the special award while ATC chairman Trygve Myhren looked on.

Westinghouse, Sanyo Join To Manufacture Converters, Audio

By Kathy Clayton
Assistant Editor

PITTSBURGH—Westinghouse International here and Sanyo of Osaka, Japan, have formed a joint venture to manufacture and distribute cable converters and audio stereo components. Westinghouse officials said last week.

The joint venture calls for Sanyo to manufacture a stereo audio box that will be compatible with existing converters already in the field, according to Westinghouse spokesperson Ronnie Barbour. Ms. Barbour said a remote control unit is also being developed that will track both audio and video at the same time.

The stereo audio box, or "true stereo sound," Ms. said, by hooking up to

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Atlantic Show Tops Attendance Mark

By Alan Breznick
New York Correspondent

ATLANTIC CITY — The Atlantic cable show wrapped up here last week with a few gamblers unhappy but with show sponsors convinced that they have a successful, growing convention on their hands.

The five-state affair, hosted by the cable associations of New York, New Jersey, Pennsylvania and Maryland/Dela ware, closed on Nov. 1 with 2,933 people registered as of the final morning and a few still signing for technical sessions. That total included 1,333 exhibitors and 1,280 operators — a nearly one-to-one ratio that had the sponsors smiling at their wrap-up session with the press. (Additional show coverage can be found on pages 10-12.)

Charles Ross, director of Maryland/Delaware asso tion, noted that the one-to- ratio is only matched by the England Cable Television riation's annual show each

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Wednesday, November 14, 1984 The Wall Street Journal

14 THE WALL STREET JOURNAL, Wednesday, November 14, 1984

Westinghouse, Two Japanese Firms Plan Venture in Electronic Communications

By LINDA M. WATKINS
Staff Reporter of The Wall Street Journal

PITTSBURGH — Westinghouse Electric Corp. in an effort to expand its high technology activities, said it formed a 10-year partnership with two Japanese companies to make and market electronic communications products.

Westinghouse, Sanyo Electric Co. of Osaka, Japan and Nissho Iwai of Tokyo will enter a $1 billion market for addressable converters and related modular parts for cable television systems, Romano Salvatori, special programs director for the international group of Westinghouse, said the partnership's goal is "to capture 20% of the market by the end of the 1980s."

Westinghouse's addressable converter, which will be available about next June, is a small box that sits on top of a television and receives channel signals directly from a cable operator. Before such converters were available four years ago, most cable companies monitored channels through a box attached to the outside of a subscriber's home, leaving the box open to tampering and illegal entry. Zenith Electronics Corp., Pioneer Electronic Corp. and Oak Industries Inc. are among the six major companies making the converters.

The first electronic part the group will sell in December is a device attached to a cable system to improve stereo music reception channeled through a television set. Westinghouse officials wouldn't discuss the other parts.

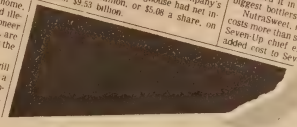
Sanyo, a leading electronic will design and manufa while Westinghou

Nissho, a major Japanese trading company, will provide export and import services to the operation, which will start in North America before branching out to Europe, Japan and the United Kingdom. The companies wouldn't say how much they're investing in the partnership.

Mr. Salvatori described it as an "entrepreneurial initiative . . . for Westinghouse to get into high growth and high-tech areas not fully explored."

Westinghouse said its Teleprompter Inc. cable company, formed in 1981 and already the third largest in number of subscribers, sparked its entry into the newest venture. The company said it plans to pursue future projects in high technology with the two Japanese concerns.

Westinghouse didn't say how the converters and parts will affect the company's earnings. In 1983, Westinghouse had net income of $449 million on $5.08 a share, on sales of $9.33 billion.



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Monday, November 26, 1984 CableVision

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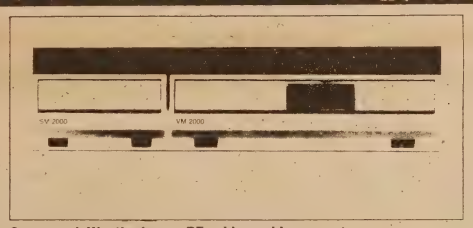

Sanyo and Westinghouse RF addressable converter.

WESTINGHOUSE, SANYO DEVELOP CONVERTERS

PITTSBURGH—Westinghouse International and Sanyo last week confirmed reports that they are moving forward with plans to develop a new RF addressable converter and two stereo modules. The two firms said prot

consumers will need separate adapters to attach to their converters.

"We believe that the movement toward addressability is going to be a steady movement and that most upgrades will utilize addressable converters. Therefore we see constant growth in the market for addressable converters," Salvatori said.

"RF will take a lion's share that market," he pre- "Operators aren't 20 to $30 ex- and fea-

Westinghouse officials s they would not discuss pric for the two units in advanc their introduction at the W ern Show. The stereo ules should be ready for testing by next Februar delivery a month or tw

Salvatori said his recently conducted market research i tomer attitudes towa television in conjun two major MSOs ar ered that subscri "very, very intere multichannel servic he would not reveal

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WASHINGTON- tional Cable Telev ciation and the Industries Assoc agreed to devel information on ble-ready thereby ster public cor formation the units

This commitment to news excellence explains why **Multichannel News** is MUST reading for decision-making executives, managers, engineers and financial people.

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The Newspaper for the New Electronic Media

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Continued from page one

lem and is now in the process of chosing a scrambling technology, according to sources.

Pay TV and Microband plan to limit introduction of the multichannel package to existing subscribers and to postpone any major launch of the service until it is capable of handling what it believes will be a massive demand for the five-channel package.

It appears the foundation service of the five-channel package is HBO since Pay TV is already an HBO affiliate, and there is a good chance Cinemax will be included in the package, sources have said.

HBO responded by noting, "Pay TV of Greater New York is a valued distributor of HBO, and we have had ongoing discussions with them as well as all of our affiliates about our business opportunities."

Hy Cooper, owner of Pay TV, could not be reached for comment at press time; however, in a recent conversation he said that the purchase of Wometco Home Theatre would represent a major step in his company's plans to expand pay TV to the outer boroughs. □

Congress

Continued from page one

find itself attempting to fend off attempts to codify federal rules that require cable ops to carry local broadcast signals. The National Association of Broadcasters last week said it would attempt to find sponsors for such legislation.

Several bills already introduced and sent to committees for consideration were meant to help minority members invest in and control telecommunications properties.

Others, such as a resolution offered by Sen. Barry Goldwater (R-AZ), would promote private satellite earth station ownership.

Congress also will study several bills aimed specifically at the broadcast industry but which could spill over to affect the cable industry. In the opening days of the session, bills have been offered that would eliminate the fairness doctrine and equal time rule, would ban liquor advertisements, and would express Congress's dissatisfaction with ethnic stereotypes in programming.

Rep. Mickey Leland (D-TX) offered a bill that would apply to broadcast and radio stations the same equal employment rules found in the new federal cable law.

The international satellite industry also was expected to be a major item for Congress this session. Topics here are said to include international trade relations involving telecommunications expertise and equipment, as well as policy questions concerning competition with Intelsat.

Intelsat now enjoys a virtual monopoly in providing international communications carrier services, but President Reagan last fall said competition to Intelsat would be in the national interest.

Finally, the cable industry will be keeping an eye on how it may be affected by action on broader pieces of legislation, such as the proposals to reform the tax laws and budget measures.

Congress has adjourned until after the Inauguration Jan. 21, and the real action on these and other issues will probably not get underway until spring. □

Qube

Continued from page one

Amex had 270,000 Qube subscribers, who are offered on a regular basis major motion pictures up to six months before they are available to pay cable, or at the same time they become available for home video. Those tapes are usually shipped directly to cable systems, such as Warner Amex, which have the ability to provide pay-per-view.

Sources said Showtime would provide Hollywood with a more efficient distribution system by transmitting via satellite to Qube and other cable systems with ppv capabilities.

In a recent interview, Showtime chairman and chief executive officer Neil Austrian said Showtime had been studying the ppv data gathered over the years by Warner Amex to explore how Showtime could capitalize on the opportunities. The owners of Warner Amex—Warner Communications Inc. and American Express Co.—also own 50 percent of Showtime.

Moreover, Mr. Austrian has been a strong proponent of addressable cable technology, which enhances a system's opportunities in pay-per-view. □

USA Adds Films To 'Night Flight'

NEW YORK CITY—USA Network will incorporate films into its weekly Friday night music video show, "Night Flight," starting in Feb.

USA said the films will consist of such rock-and-roll and cult classics as *Andy Warhol's Frankenstein, Ladies and Gentlemen: The Fabulous Stains* and *J-Men Forever*. The service will also continue its regular "Take Off" segments with looks at Prince and male and female sexual exploitation in music videos during Feb. □

Nov. Nielsens: Cable Reaches 43.7% Penetration

NEW YORK CITY—Basic cable penetration reached 43.7 percent of TV homes this past fall, putting cable in 37,290,870 television households, according to the latest survey by A.C. Nielsen Co.

Nielsen said penetration rose from 42.9 percent in July to 43.7 percent in Nov., a 0.8 percent increase. Nielsen's Nov., 1983, estimates placed cable in 40.5 percent of TV homes and its Nov., 1979, estimates placed cable in just 19.4 percent of TV households.

As usual, Nielsen's estimates are higher than those conducted by Arbitron Ratings Co. In its Oct. survey, Arbitron said cable was in 42.0 percent of TV homes, or 35,717,100 households. That penetration rate represented a 1.0 percent increase over Arbitron's July estimate.

Each service has a different method for estimating the penetration rate. The Nielsen estimates are consistently higher but the gap between the two has been narrowing slightly in recent surveys. □

FCC Rules on Waivers Of Must-Carry Rules

WASHINGTON, D.C.—Although the Federal Communications Commission recently ordered three southern California cable companies to comply with federal mandatory carriage rules by carrying a local broadcast signal, it waived the rules for one city with a small system filled by other must-carry signals, under the ruling, Group W Cable Inc. systems in southern California, Riverside Cablevision systems in Riverside County and Community Cablevision Co. in Newport Beach must cablecast KHIS-TV of Ontario.

The cable companies fought the rules, arguing they violated Constitutional speech guarantees and protections against the taking of property without just compensation, the FCC said.

In Ribioux, however, commission waived the rule for a Riverside system. That 12-channel system had 11 must-carry signals, and a 12th channel offering a 24-hour subscription service from another local broadcast station.

"Pending expansion of the system's available channel capacity," the FCC said it waived the rules. □

FCC Denies Telco Bid To Buy Cable System

WASHINGTON, D.C.—The Federal Communications Commission recently denied a telephone company permission to own and operate a cable system in the telco's market area, citing potential competitive harm and no evidence offered that the public would not have cable service unless the telephone company provided it.

Pacific Telecom Inc. needed the FCC approval, known as 214 approval, before it could own both Glacier State Telephone Co. and Inletvisions Inc., which serve Kenai and Soldotna, AK.

Under law, the FCC can waive crossownership prohibitions in situations where the public would be denied cable service unless the telephone company provided it.

Inletvisions currently provides cable service without affiliation with the telephone company, the FCC noted in its Dec. 31 ruling. Pacific Telecom has proposed to buy Inletvisions when Pacific Telecom buys parent Multivisions Ltd., which also owns the Anchorage system.

Pacific Telecom will not appeal the ruling, said vice president John McGill. □

Disney Sets Spring Promo

BURBANK, CA—Preliminary figures show more than 12 million basic cable subscribers at 800 systems will be reached via direct mail as part of the Disney Channel's spring subscriber program, Disney said.

The Disney Channel said a similar promotion last year produced an average increase in basic penetration levels at participating affiliate systems of 1.21 percent, compared to a .47 increase at non-participating systems.

The 13-week promotion, beginning Mar. 1, offers affiliates incremental cooperative marketing funds equaling 50 percent of local media costs, up to a maximum of 10 cents per basic subscriber or five cents per home passed. Disney said it would spend $2.5 million on the campaign, which will include, at no cost to affiliates, monthly billstuffers, newspaper ad slicks, TV spots, radio tapes and customer service materials. Available at $3.50 each, according to Disney materials, are consumer premium tote bags featuring Disney artwork. □

TMC Promos Salute Oscars

NEW YORK CITY—The Movie Channel plans to begin two promotions next month that are tied into the pay service's Mar. "Salute to the Academy Awards" program. In the first promotion, the service will offer affiliates the "Award Winners Library," a book and record history of the Oscars, at a "nominal cost" to help them attract new subscribers. Affiliates will then offer the two-item premium free of charge to new subs who sign up in Feb. or Mar.

The second promotion is directed at retaining current TMC subs. From early Feb. until Mar. 22, three days before the Academy Awards ceremony, existing subs will receive billstuffers urging them to guess the major Oscar winners. Grand prize winners will receive all-expenses paid trips for six to Hollywood for five days, while other winners will receive Sony stereo TV sets, "Heart of Hollywood" red satin pillows and the "Award Winners Library" sets.

Both promotions are tied into TMC's Mar. lineup of Academy Award-winning films and special interstitial programming. The program includes a 36-hour marathon Mar. 23-24, when eight previous best pictures will be shown. □

Falcon Completes Warner Amex Buy

PASADENA, CA—Falcon Cable TV said its partnership with Mutual Insurance Co. of New York has completed the previously reported acquisition of 18 cable systems from Warner Amex Cable Communications Inc. for approximately $50 million.

Completion of the transaction adds 52,000 subscribers to companies controlled by Falcon. The buy represents the company's first move outside California. The systems involved are generally classic cable operations and are located in Georgia, Indiana, Kansas, Missouri, Oregon and Washington.

Banks financing the purchase were First National Bank of Boston, Bank of California and Bank of America. □

Rogers System In Minneapolis Launches PPV

MINNEAPOLIS—Rogers Cablesystems, inaugurated the interactive capabilities of its system here Jan. 8 with the pay-per-view showing of the movie *Streets of Fire*.

Sallie Fischer, director of programming for the operator, said that despite almost no advertising other than character-generated messages, about 500 people signed on to watch the rock music film.

"It was more than we expected, and it was technically the launch of pay-per-view" [in Minneapolis], she said. But the movie was really a test run of the system, she said, in preparation for the Jan. 18 airing of the hit movie *Purple Rain*, starring Minneapolis native Prince. □

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HBO Deal Falls Through On Hearns-Hagler Fight

By Peggy Ziegler
Entertainment Editor

LOS ANGELES—Home Box Office and Top Rank Productions couldn't close a deal on the Apr. 15 boxing match between Thomas Hit Man Hearns and Marvelous Marvin Hagler, so Top Rank will showcase the fight in closed-circuit locations and a limited number of addressable cable systems, Top Rank president Bob Arum said last week.

HBO had made Top Rank a record offer of between $9 million and $10 million for the fight, but Mr. Arum said the deal fell through when HBO couldn't guarantee its signal would be scrambled by the Apr. 15 fight date. Top Rank wanted the scrambling guarantee to protect its closed-circuit business in Canada, which Mr. Arum estimated to be worth $2 million.

Mr. Arum said there was talk of HBO covering the $2 million loss of Canadian business, which would have put HBO's offer at around $11 million, but the pay service "just couldn't go up that high," he said.

HBO senior vice president of programming operations and sports Seth Abraham said, "There were a lot of pieces to the deal that couldn't be assembled," including price and the scrambling issue, but he said putting HBO's final offer at $11 million "would be high."

Now Top Rank hopes to sign 600 closed-circuit venues for the fight, and will offer it as a pay-per-view in a number of southern California systems and in Cox Cable Communications' Omaha and San Diego systems. But Mr. Arum said ppv will be limited because it hurts closed-circuit receipts.

"We don't feel that the numbers are there yet on pay-per-view to replace closed-circuit on a real hot event," he said.

Mr. Arum said he expects the fight to gross $30 million in closed-circuit sales. □

Jerry Smith Exits Home Theater Net

PORTLAND, ME—Jerry Smith, executive vice president in charge of sales and marketing for Home Theater Network, has left the company to pursue private interests after nearly three years with HTN.

Kathryn Peterson, HTN vice president of affiliate relations and administration, said Mr. Smith left at the end of Dec. of his own accord. She said his sales duties have been assumed by Jan Pearce, the former director of HTN's Los Angeles regional office, who was promoted to vice president in charge of sales in Nov.

Ms. Peterson said Mr. Smith's marketing duties will be divided among the directors of HTN's five regional offices. She said the company has realigned Mr. Smith's former position and will not appoint anyone to that exact slot. She said HTN will probably make some internal realignments but will not make any other major changes.

The seven-year-old pay service, featuring family movies, has 300,000 subscribers on slightly over 400 cable systems. □

MTV Adds 'The Tube' To Sunday Schedule

NEW YORK CITY—MTV: Music Television has added a popular British music series, "The Tube," to its schedule.

The one-hour show, which debuted Jan. 6, is described as a "spontaneous and informal" program that often features jam sessions with the guest musicians. It comes from England's ITV Channel 4, where it has been running since 1982. MTV said it will run the program on the first Sunday of every month at 11 p.m. (ET). □

WI Op To Pay License Fee

RIPON, WI—After a circuit court judge declared the city's franchise fee illegal, last week the cable company agreed to pay an annual $1,000 license fee instead and not seek a refund of past franchise fees.

In Nov., the judge ruled that by Wisconsin law, such a fee cannot be more than the cost of regulating a cable company's use of city streets and rights of way, and that the money must be used for such regulation.

The ruling struck down the annual three percent of gross annual revenue franchise fee Ripon Cable Co. had paid since 1978 and ordered refunds totaling more than $17,000.

The city council voted Jan. 8 to amend city law "to substitute for the three percent franchise fee an annual license fee of $1,000 and the license fee shall be used to offset the city's cost of regulating the use by Ripon Cable of city streets and rights of way," according to the resolution.

"No one will ever pay more than $1,000 up there," said Ripon Cable attorney Robert Whitney. "That fee is effective for the life of the franchise and for all extensions."

The city also agreed to extend the cable franchise five years and not to appeal the court decision, Mr. Whitney said.

City administrator Steve Nenonen said he had no comment on the agreement. □

'Fairness in Media' To Ask Conservatives To Buy CBS Shares

WASHINGTON, D.C. (DJ)—A group named "Fairness in Media" and including Sen. Jesse Helms (R-NC) said it plans to request conservatives to purchase shares in CBS Inc. to influence the company's policies.

In a filing with the Securities & Exchange Commission, the group said it is dissatisfied with CBS's "liberal bias in its coverage of political events, personages and views."

The Fairness in Media group said it plans to ask conservative investors to purchase CBS shares and, if necessary, to attempt to take control of the broadcasting company. □

Tax

Continued from page one

larly with relation to limited partnership offerings, according to Mr. Waller and others.

Among those who appear to have been victimized by the current climate for tax shelters is cable entrepreneur Charles Dolan, who recently dropped efforts to conclude a limited partnership offering to fund his share of the Sacramento system, and who has received funding deadline extensions for this company's build in the Bronx and Brooklyn. Other New York City franchises also have yet to raise enough funds for their systems.

"Something pretty dramatic is going on now," Mr. Waller said, adding "The [tax shelter] market is just dead . . . investors aren't buying" and likely won't until a final tax plan is released.

Consequently, he said, a lot of deals hatched last year aren't closing because the money isn't available. And, he predicted that "for the next three to six months, not much will be sold in the way of tax shelters."

John Reidy, an analyst for Drexel Burnham Lambert, agreed. "Let's put it this way: I don't think you could sell a tax shelter in anything right now."

Investor wariness over tax shelters is causing cable operators to look harder at alternative sources of financing, Mr. Waller said. He predicted there will be a rush for insurance company money—noting, for example, the $17 million in equity that Mutual of New York is providing for the cable venture recently formed by former United Artists Cablesystems executives Bob Rosencrans and Scott Ledbetter (see *Multichannel News*, Jan. 7, 1984, p. 1).

In addition, Mr. Waller said he expects some cable operators will go to the stock market to finance their builds, while Dennis Leibowitz, an analyst with Donaldson, Lufkin & Jenrette, said operators may look more toward the institutional market for their money, or may decide simply to do more on-balance-sheet financing.

Many in the industry said they are confident that when a tax plan is approved, the cable industry will adapt quickly to whatever new advantages are offered and will realign financing plans appropriately. Mr. Waller predicted however, that while buying and selling will resume with a fury once a plan is approved, system prices will moderate or drop slightly, in part because "there [likely] will be less tax shelter money available, a few less buyers and a lot more stuff for sale."

Others, including Mr. Leibowitz and Andy Eiseman, senior vice president of mergers and acquisitions for Cable Investments Inc., agreed that system prices may drop, but primarily because they were somewhat inflated to begin with. Because the market for cable systems has been so heavily supported by tax shelter buyers, who can write off a good part of their investment, Mr. Leibowitz noted, system prices have been artificially high.

If many deals of the past few years had been done "on a capital appreciation basis," Mr. Eiseman said, buyers "couldn't have paid some of those prices."

Although many industry brokers and operators were bullish on cable's inherent economic value and on its potential for strong growth regardless of what comes down the pike in the way of tax reform, most conceded that if Mr. Regan's proposals are included —even in amended form—in the final tax plan, there will be some new burdens to bear.

"It will be tough going for the urban franchises yet to be built . . . unless you can have very scaled-down franchise proposals," said Prudential Bache Securities analyst Barbara Russell.

Donaldson, Lufkin & Jenrette's Mr. Leibowitz noted that financing for most of the big city deals in progress—including New York, Milwaukee, Baltimore and part of Chicago—is expected to be raised through public limited partnerships, the tax advantages of which will be greatly lessened for investors if Mr. Regan's proposals are adopted.

Cable deals that are only slightly attractive without their tax advantages, agreed most analysts, will suffer more than those deals that offer stronger economics.

Please turn to page 43

Tax Policy Uncertainty Curbs Ltd. Partnerships

Continued from page 43

John Saeman, vice chairman of Daniels & Associates, said he believes most cable deals fall into the latter category.

"Cable has never really been the best tax shelter on Wall Street," he said, compared to real estate markets, which he called "the favored vehicle in tax shelters," and in which the writeoffs are said to be as high as four or five to one, while cable is said typically to enjoy writeoffs of between 1½ and 2½ to one.

In Daniels & Associates' most recent newsletter, company chairman Bill Daniels adds, "The impacts of the proposed tax reforms will be less detrimental to the cable business than some people fear. In truth, no one knows what's going to happen, and during the next few months the uncertainty is going to have an impact on the limited partnership market. But any move to change the tax laws in favor of the *underlying economic value* [original emphasis] of investments works to cable's long-run advantage."

Waller Capital's John Waller agreed, adding "basically cable deals offer strong economics" and that deals long on tax advantages but short on economics "are not going to fly at any time."

Mr. Waller said his firm has done some tallying to test how drastically Mr. Regan's proposals might affect tax sheltered investments. The results, he said, indicated that the rate of return would be knocked down slightly for investments not having the tax advantages enjoyed presently, but that most cable investors would still be getting "a hell of a good business opportunity."

Bill Elsner, vice president of finance for United Cable, which hopes to raise about $25 million and $35 million, respectively, for its Baltimore and East San Fernando Valley builds, said while he regrets the uncertainty created by release of the Treasury proposal, he believes the builds are good projects and will attract investors because of strong underlying economics, whether or not tax advantages also are present.

"We haven't tested the water yet," Mr. Elsner noted, adding that the company doesn't rule out other options for financing if limited partnerships don't bring in enough.

Companies such as Jones Intercable, which essentially pioneered the use of public limited partnerships for cable, look to be less affected than some by proposed elimination of tax advantages, said many, including Jones executives, who maintained Jones partnerships truly are income-oriented investments.

"The concerns are in deals where there are multiple write-offs, letters of credit outstanding" and other liabilities, noted Jones treasurer Alan Angelich. "Ours is simply plain vanilla . . . we're selling a growth opportunity that has some tax advantages."

Jones is about to begin selling its Fund 12 partnership offering, Mr. Angelich said, adding "we think we're not going to be impacted that greatly" by the possibility of tax law changes. But "until we start selling in this environment, we don't really know," he added.

But because cable is considered by many to be a solid investment, with or without its tax advantages, Mr. Angelich continued, Jones thinks it might even benefit by any change in the tax structure by attracting money that might otherwise have gone to real estate, oil, gas and other businesses that are better tax shelters, but which would be much harder hit by the change.

"If people really judge a deal by its economics, that will be a plus for cable," Mr. Angelich said.

Donaldson, Lufkin & Jenrette's Mr. Leibowitz agreed that among tax shelter offerings, cable—because it is one of the sounder investments in that category—will fare better than real estate, oil and gas and other industries. But he said he believes cable stands to be harder hit than some businesses by a change in the depreciation allowances, because cable operators have relied quite heavily on such allowances in the past to boost their returns and cash flow status.

If Mr. Regan's proposals do make their way into the new tax law, it won't be for lack of lobbying against them by a number of industry trade organizations, including the National Cable Television Association.

NCTA president Ed Allen last week noted "there isn't a great deal we can do as a [single] trade association to affect something as broad as tax reform," but said "we will point out the impact" that the proposed regulations stand to have on cable and lobby for relief from anything that cuts into the industry's ability to raise capital. □

All the business news your viewers need

Dow Jones Cable News

For information about how you can provide this valuable service to your subscribers, call Dick Stickney at 1-800-257-5114 (in NJ, 1-609-452-2000, ext. 2680).

November, 1984

Sold

Times Mirror Cable T.V. of Riverside County, Inc.

Serving 3,220 basic and 1,190 pay t.v. subscribers in Perris, Murietta Hot Springs, Sunnymead, Moreno and surrounding unincorporated areas of Riverside County, California.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.

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Tampa, FL 33609 813/877-8844

Jones To Start Selling Fund 12 Partnerships

ENGLEWOOD, CO—Jones Intercable said it expects to begin selling this week its $200 million Cable TV Fund 12 limited partnership offering.

Declared effective last week by the Securities & Exchange Commission, the blind-pool offering carries a two-year registration that provides for Jones to raise an additional $50 million if the offer is over-subscribed.

Minimum partnership investment is six units, or $3,000.

Last month Jones closed out its Cable TV Fund 11 blind-pool limited partnership offer at $107.5 million, according to company treasurer Alan Angelich. Although the amount raised was short of the offering's $150 million goal, a Jones official said recently Fund 11 is the most successful offering in Jones' 12-year history, during which the company has raised about $220 million in limited partnerships involving 35,000 investors from all 50 states. □

Valley Cable Plans Private Sales Of Partnerships

LOS ANGELES—Valley Cable TV plans to raise between $11 million and $20 million to retire debt through a private limited partnership offering, vice president and general manager Frank McNellis said.

Valley, a 50,000-subscriber system owned by Toronto's Standard Broadcasting Corp., will attempt to sell about a 30 percent interest in the system, which passes about 170,000 homes in Los Angeles' West San Fernando Valley and in the city of San Fernando.

Mr. McNellis said Valley received preliminary approval from the city's board of telecommunications commissioners to add potential limited partners.

Addition of new owners requires a vote by the city council.

In Sept., 1984, Standard and affiliated companies acquired 100 percent of Valley Cable. □

Bresnan Comm. Buys System In Marquette, MI, from TCI

By Joe Boyle
New York Bureau Chief

NEW YORK CITY—Bresnan Communications Co. has acquired Marquette Cablevision, a 16,000-subscriber system serving part of Michigan's Upper Peninsula, according to William Bresnan, a company partner.

The system was purchased from Tele-Communications Inc., which also owns half of the partnership in Bresnan Communications.

The purchase price was not disclosed. The system passes roughly 17,500 households and in most areas offers 35-channel service. Mr. Bresnan said there are 7,000 pay units most of which are Home Box Office subscriptions. In addition, the company offers Showtime, The Movie Channel and the Disney Channel.

The Marquette system increases the number of Bresnan cable subscribers to 44,000; the company was formed last year.

Bresnan Communications recently purchased five cable systems from Group W Cable Inc., serving 28,000 subscribers and in the upper Peninsula communities of Calumet, Escanaba, Iron Mountain, Ironwood and Sault Ste. Marie.

Mr. Bresnan said his company will continue to acquire additional cable systems in the midwest.

"We are looking to acquire classic, traditional systems that are predictable and reliable, such as the Marquette system. They are proven cable communications companies that provide a variety of programming options for the subscriber and are reliable corporate citizens in the communities they serve," Mr. Bresnan said.

Mr. Bresnan also announced the opening of company headquarters in White Plains, NY. The office may be reached at 914-997-5656. □

United CommuniCom Writeoff Brings Lower Earnings

DENVER—United Cable Television Corp. last week reported second quarter and first half income lower than year-earlier levels, due in large part to the previously announced writeoff of costs related to the company's attempt to acquire Los Angeles system CommuniCom (see *Multichannel News*, Dec. 17, 1984, p. 1).

For the three months ended Nov. 30, United's net was $2,213,000, or 15 cents a share, off from $2,518,000, or 19 cents a year, in the previous year's same period. Three-month revenue was $42,349,000 in the current year and $34,524,000 a year ago.

The latest half saw earnings of $4,314,000, or 30 cents a share, on revenue of $82,098,000, while in the year-ago six months, income was $4,556,000, or 34 cents a share, on revenue of $67,039,000.

The company said the one-time charge reduced net earnings for the second quarter and six months by $1,114,000, or nine cents a share. □

SSS Buys 4 Systems In OK, AR

TULSA—Satellite Syndicated Systems inc. said it has purchased four more cable systems in the southwest U.S. for a total of more than $1 million.

The purchase will add 2,395 basic and 1,385 pay subscribers for SSS subsidiary Satellite Syndicated Systems Cable Television of the Southwest.

Two of the systems, in Kingfisher and Geary, OK, were purchased from Dennis Collier, and will now be overseen by SSS Cable group manager Lynn Harrison, SSS said. The operations serve a total of 1,300 basic and 1,100 pay subs.

Another system, serving 680 basic and 165 pay subs in Murfreesboro, AR, was purchased from Curtis Turner, Jr. SSS's fourth purchase was the Valliant, OK, cable system, formerly owned by DHL Cable TV Inc. and serving 415 basic and 120 pay subscribers.

Both the Murfreesboro and Valliant systems will be under the management direction of Frank Kremer, also an SSS Cable group manager.

SSS said the recent acquisitions bring to 13 the number of systems owned by SSS Cable, which now serves about 7,100 basic and 3,450 pay subscribers in Arkansas and Oklahoma. □

TCI Changes Date On Distribution Of Republic Stock

DENVER — Tele-Communications Inc. last week said the record date for the planned distribution of Republic Pictures Corp. common stock to TCI shareholders has been changed to Jan. 14, 1985 (see *Multichannel News*, Jan. 7, 1985, p. 38).

The distribution of the stock, to be made on or shortly after Jan. 28, has not been changed, TCI noted. □

This notice appears as a matter of record only.
December 1984

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Chillicothe Cablevision & Henry Cablevision

Serving the Chillicothe & Henry, Illinois areas

Sale represents 3,000 basic subscribers.
John Muraglia represented the seller.

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303/321-7550

Financial Services to the Cable Communications Industry.

This notice appears as a matter of record only.
December 1984

TCA Inc.
Has acquired
TCI of Huntsville

Serving the Huntsville, Texas area

Sale represents 6,600 basic subscribers.
Ted Taylor initiated the transaction.

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Birdview Files for Offering, Posts Higher 3rd Qtr. Sales

WASHINGTON, D.C.—Birdview Satellite Communications Inc. has filed a registration statement with the Securities & Exchange Commission for an offering of more than 1.9 million shares of common stock.

Of the shares to be offered, Birdview said 800,000 will be offered only to holders of Birdview convertible subordinated debentures; 417,000 will be offered only to 16 holders of common stock purchase warrants at previously agreed to warrant exercise prices; and 782,000 will be offered to the public by 16 of the company's current stock holders.

Birdview, a Kansas-based manufacturer of receive-only satellite earth stations and related equipment, said it will realize gross proceeds of about $747,000 if all shares are bought. An attorney for the company said he did not expect all shares to be bought.

The money will be used for general operating expenses such as parts inventory maintenance, salaries and equipment purchases, according to SEC documents.

The offering will close Apr. 30, 1985.

Also last week, Birdview said it reported sales of $17.9 million for the third quarter ended Dec. 31, compared with $4.1 million a year earlier.

For the nine months, Birdview said it had sales of $37.5 million, compared with $15.1 million in the first nine months of last year.

Earnings for the third quarter are expected to be released in about a month. □

Piedmont Natural Gas Sells Cable Holdings To Enstar Communic.

CHARLOTTE, NC—Piedmont Natural Gas Co. last week said it sold all of its franchised cable and satellite master antenna television systems to Enstar Communications of Atlanta for an undisclosed price.

Involved in the deal were a franchised cable system passing 900 homes in River Hills, SC, and nine SMATV operations here serving 1,672 subscribers.

PNG said it will retain its interest in a cable construction joint venture it began in 1983 with Telecom Systems Inc. of Charlotte; that venture in turn holds a controlling interest in Fiber Communications Inc., an Arkansas cable construction and engineering services firm.

PNG reportedly was the first natural gas utility to enter the cable TV distribution business three years ago. The company decided to leave the field because "projected earnings [from cable operations] didn't look too good unless we felt like [expanding] far afield" from the company's base in the Charlotte area, explained company director of corporate communications Stephen Conner.

Mr. Conner added that Federal Communications Commission regulations on cross-directorships also limited PNG's expansion in its home region; some PNG directors are also directors of other communications concerns, he said. □

Zenith Announces $75M Note Offer

GLENVIEW, IL (DJ)—Zenith Electronics Corp. announced Jan. 10 the offering of $75 million principal amount of 12-1/8 percent notes due 1995.

The notes are priced at 99-5/8 percent, plus accrued interest. They will mature on Jan. 15, 1995, and may not be redeemed before Jan. 15, 1992. After that, the notes may be redeemed at the option of the company in whole or in part, at any time, at their principal amount, plus accrued interest.

Morgan Stanley & Co. is manager of the underwriting group.

Moody's Investors Service assigned a BAA1 rating to the issue when it was proposed.

In addition, Moody's upgraded the company's Springfield, MO, industrial revenue bonds to BAA1 from BAA2, affecting about $1.2 million of outstanding debt.

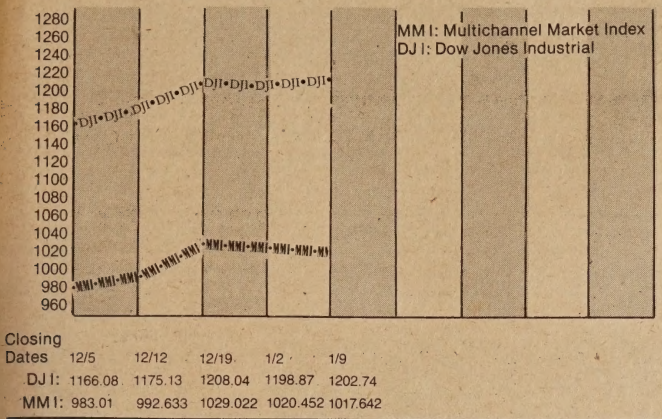
Moody's said the rating reflects the expanding earnings contribution of Zenith's new businesses and the resultant reduction in its dependence on the intensely competitive consumer electronics market. □

Directsat To Buy Florida MDS Op From Movie Syst.

PHILADELPHIA—Direct Satellite Communications Inc. said it has acquired TVQ Inc., a 10,000-subscriber multipoint distribution service in Florida, from Movie Systems Inc. of Des Moines.

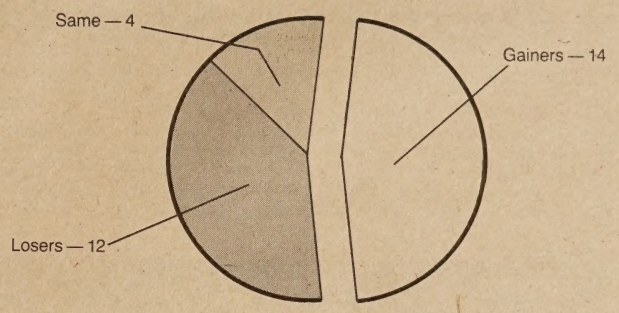
The system serves the communities of West Palm Beach, Pompano Beach and Boca Raton, FL, said DirectSat, which added it has a regional office in Deerfield Beach, FL, and operates satellite master antenna television systems in the area.

Terms of the deal were not disclosed. □



Closing Dates	12/5	12/12	12/19	1/2	1/9
DJI:	1166.08	1175.13	1208.04	1198.87	1202.74
MMI:	983.01	992.633	1029.022	1020.452	1017.642

Action of MMI Stocks - 1/9/85



Multichannel Industry Stocks

Courtesy of Sally Schouweiler • Kidder, Peabody & Co. • 303-863-8900

NEW YORK STOCK EXCHANGE — January 9, 1985 closing

Stocks		Sales/100	High	Low	Close	Chg.
ABC	Amer. Broadcasting Cos.	754	62	61⅝	61¾	– ½
AXP	American Express Co.	6030	36⅞	36½	37	+ ¾
AFL	American Family Corp.	149	24	23¾	23¾	+ ⅛
ANX	Anixter Bros. Inc.	17	17⅛	17	17	
ARV	Arvin Indus. Inc.	689	19¾	19	19½	+ ¾
AUG	Augat Inc.	596	22⅜	21⅝	21¾	– ⅛
AV	Avco	267	49¾	49¾	49¾	
AVT	Avnet	463	34¼	33⅞	34¾	+ 1
BLC	Belo (A.H.) Corp.	117	44	43	43¾	+ ¾
BJ	John Blair & Co.	309	18⅜	17⅝	18¼	+ ¾
CCB	Capital Cities Comm.	300	157½	156½	157	+ 1
CBS	CBS Inc.	473	72⅞	72⅛	72½	+ ⅝
CNT	Centel Corp.	1604	37⅞	37½	37⅞	+ ⅜
CQ	Comm. Satellite	265	27	26⅝	26⅝	– ⅛
CAX	Conrac Corp.	153	13⅞	13½	13¾	– ⅛
CTC	Continental Telecom	2694	22⅝	22¼	22⅝	+ ⅜
COX	Cox Comm. Corp.	212	47½	47⅛	47½	+ ⅜
DEC	Digital Equipment	5205	105⅛	102⅛	104⅜	+ 2¼
DIS	Walt Disney Productions	1645	61¾	60¾	61½	+ 1
DJ	Dow Jones & Co., Inc.	577	41⅞	41⅛	41½	
DNB	Dun & Bradstreet cp.	988	64¾	62⅞	64⅛	+ 1
EK	Eastman Kodak Co.	3106	71⅜	70⅝	71⅜	+ 1
GCI	Gannett Co. Inc.	1051	48½	47⅝	48	– ⅜
GE	General Electric	5464	58	56¾	57½	+ ¾
GRL	General Instrument	1094	16½	15⅞	16½	+ ⅝
GY	General Tire & Rubber	618	35⅜	34⅞	35⅜	+ ⅝
GTE	GTE Corp.	2820	41¼	40⅝	41	+ ⅜
GW	Gulf & Western Inds.	484	28⅜	28⅛	28¼	
HRS	Harris Corp.	248	27⅛	27⅝	27¾	
HCI	Heritage Comm. Inc.	78	18⅞	18⅛	18⅛	– ⅜
JWT	JWT Group	21	25¼	24¾	24¾	– ¾
KDI	KDI Corp.	61	9	8⅞	9	
KRN	Knight-Ridder Newspaper	207	28⅞	28⅝	28¾	+ ¼
LC	Liberty Corp.	18	24½	24⅛	24½	+ ¼
MHP	McGraw Hill	234	42½	41⅝	42¼	+ ⅝
MAI	M/A-COM Inc.	819	18	17½	17⅞	+ ⅛
MCA	MCA Inc.	904	39⅛	38⅝	38⅝	– ⅜
MGM	MGM-UA Entertainment	743	11⅜	10⅞	11	– ¼
MMM	Minnesota Mng & Mfg.	1166	79	78⅜	78⅝	+ ⅝
MOT	Motorola Inc.	5848	34¼	33⅜	33½	+ ¼
NPH	North Amer. Philips Cp.	71	37⅝	37	37⅝	+ ⅞
OAK	Oak Indust Inc.	170	2¾	2⅝	2⅝	
PIO	Pioneer Electronic Corp.	304	23¼	22⅝	23¼	+ 1
PLA	Playboy Enterprises	8	11¼	11	11¼	
RCA	RCA Corp.	1514	35⅝	35¼	35½	
ROL	Rollins, Inc.	656	18¾	18	18¾	+ ⅝
SFA	Scientific-Atlanta Inc.	176	10¾	10½	10¾	+ ¼
SNE	Sony Corp. ADR	4743	15½	15	15¼	+ ⅝
SCI	Storer Comm.	168	45¾	45⅛	45⅛	– ¾
TFB	Taft Broadcasting	271	59⅛	58⅜	59	+ 1¼
TEK	Tektronix, Inc.	724	55	54¼	54¾	– ¼
TL	Time Inc.	1250	44½	43⅝	44	+ ⅜
TMC	Times Mirror Co.	1355	40¼	38¾	40	+ 1¼
TRB	Tribune Co	275	33⅜	32⅝	33⅛	+ ⅝
UCT	United Cable TV	178	30⅞	30¼	30¾	+ ½
VAR	Varian Assoc.	352	36⅜	36⅛	36⅜	+ ⅜
VIA	Viacom Intl.	940	34¼	33⅜	34¼	+ 1
WCI	Warner Comm.	1328	20¼	20⅛	20⅛	
WU	Western Union	878	8⅝	8⅜	8½	
WX	Westinghouse Elect	5244	26¼	26	26⅛	+ ⅜
ZE	Zenith Electronics Corp.	1326	18⅝	18⅛	18½	+ ¼

AMERICAN EXCHANGE

ATN	Acton Corp.	31	4¼	4¼	4¼	– ⅛
AAR	Adams-Russell Inc.	211	25½	25	25¼	– ⅛
AFP	Affiliated Publications	16	47	47	47	– ¼
CEC	Cetec Corp.	7	7⅛	7⅛	7⅛	– ⅛
COH	Cohu Inc.	8	7⅞	7¾	7¾	
MEGA	Media General Inc.	22	64¾	64½	64½	
NYTA	New York Times	441	37¼	36¼	36⅞	– ⅜
PPI	Pico Products	43	4¼	4¼	4¼	
RMS	RMS Electronics				4	
TDS	Telephone and Data Sys.	23	9⅝	9½	9⅝	– ⅛
TXS	Texscan Corp.	17	5¼	5¼	5¼	
UNV	Unitel Video	11	7⅛	6⅞	7	
WPOB	Washington Post	205	78¼	77⅞	78	– ⅛

OVER THE COUNTER

		Bid	Ask
AELNA	AEL Industries	21½	22½
AMTV	AM Cable TV Indus.	2½	2¾
AVAK	Avantek Inc.	19⅜	19½
BBDO	BBDO Int Inc.	42¼	42½
BVSC	Birdview Satellite Commun., Inc.	4	4 1/16
BSIM	Burnup & Sims Inc.	7	7¼
BYCM	Byers Communications	2⅜	2¾
CGRD	Cableguard, Inc.	1⅞	2¼
CATV	Cable TV Industries	4⅛	4⅜
CAMP	California Amplifier, Inc.	3¼	3½
CRDF	Cardiff Communications	19/32	20/32
CCBL	C-Cor Electronics	6½	7
CMCSA	Comcast	20⅛	20⅜
CSII	Communications Systems	9⅜	9¾
CVSI	Compact Video	3⅝	3¾
CMTL	Comtech Telecommunications	1 1/16	1 1/16
ECIN	Electronics Missiles & Comm.	4¾	5¼
FNNI	Financial News Network	2	2 1/16
FDRI	First-Data Resources	17⅛	17⅜
GSCC	Graphic Scanning	5	5⅛
JOIN	Jones Intercable Inc.	3¾	3⅞
MCDY	Microdyne Corp.	4¾	5
MALR	Malrite Communications	11⅜	11¾
MTVN	MTV Network	18	18¼
MMED	Multimedia Inc.	37¼	37½
NLPI	National Lampoon	2 5/16	2 10/16
NIPNY	Nippon Electric Ltd.	24⅝	24¾
PSTVU	Private Screenings		
RGCY	Regency Electronics Inc.	6⅜	6½
RIPY	Ripley Co.	8¾	9¾
RCINZ	Rogers Cable Systems	5¼	5⅜
SSSN	Satellite Syndicated Systems	6¼	7
SLNK	Satellink	13/32	15/32
SALC	S.A.L. Cable Communications	1⅜	1⅝
JSCC	Scott Cable Communications	5	6
SCRP	Scripps Howard Broadcast	29	30½
SPDY	Spectradyne	11	11½
TCAT	TCA Cable TV	13¾	14¼
TCOMA	Tele-Communications Inc.	23	23⅜
TLCR	Telecrafter	5⅝	5⅞
TFCI	Times Fiber Communications	10⅝	10¾
TBSI	Turner Broadcasting System	17	17¾
UACI	United Artists Communications	26½	26¾
USEC	Universal Security Instruments Inc.	1⅝	1¾
VICA	Video Corp of America	19⅝	19⅞
WVTK	Wavetek Corp.	7¼	7½

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☐ 7. Commercial Television Broadcaster
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☐ 9. Cable TV Investor
☐ 10. Financial Institution, Broker or Consultant
☐ 11. Law Firm or Government Agency
☐ 12. Program Producer or Distributor
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Arts & Entertainment Offers A Challenging Series on Freud

By Peggy Ziegler
Entertainment Editor

LOS ANGELES—Why do viewers watch miniseries? Well, if they're watching broadcast television network miniseries, they're probably watching: a) because the show's been heavily promoted across the network's schedule; b) because their favorite TV actor or some rarely seen movie star is in it; or c) because they read the romantic potboiler on which the miniseries is based.

It's no news of course that the British take a more high-minded approach to television. So it came as no surprise that the British Broadcasting Corp.'s miniseries on Sigmund Freud, debuting on Arts & Entertainment Jan. 23, is very good television. But "Freud" is more than good, it's challenging.

The show doesn't paint an especially sympathetic picture of the father of psychoanalysis. David Suchet portrays a Freud who is ambitious, insecure, egotistical, sometimes misguided (especially in his early career, when eager for success, he espoused cocaine as a virtual cure-all, and saddled his closest friend with a double addiction to cocaine and morphine), harsh with his colleagues and even more difficult with the people he loved.

The series asks the viewer to struggle along with Freud in his own self-discovery.

Though this would be a difficult program to approach without a little knowledge of Freud (and as it was, we found lots of things that came clear only after reading the BBC's notes on the series), the programs spell out the evolution of Freud's career, the beginnings of his revolutionary theories, the internecine struggles of the Vienna psychoanalysts, and his work with Carl Jung.

Now psychoanalysis and therapy of all kinds is commonplace; "Freud" makes us realize just how revolutionary the idea of a "talking cure" was.

But "Freud" never loses a very personal dimension. The episodes are a series of flashbacks as Freud, dying of cancer of the jaw in London, ponders his life in his daily hour of self analysis (one of the facts only the notes make clear). And the series' refusal to lionize its subject in this context becomes clear: This is supposed to be Freud ruminating on Freud, not a historical tract or a respectful biographical effort.

It's the final episode that really challenges the viewer. We're led into Freud's dreams, or the BBC's interpretation of those dreams, to try to figure out the last remaining puzzles. It's sort of presumptuous, the BBC dreaming Freud's dreams, but it makes you take all the bits of the other programs and piece them together to begin to try to understand the whole story.

****

Here's the bad, if not unexpected, news: This year's ACE awards were not as glamorous as the Oscars, not as peopled with famous faces as the Emmys and, of course, still not as exciting as either one of its more famous cousins. But this year's telecast ACE show wasn't as jinxed with problems as last year's; it didn't promise—and then not deliver—a list of stars as long as your arm, and nothing caught on fire.

The telecast wasn't live this year, so while the taping in Los Angeles last month seemed interminable, the Jan. 6 show on WTBS was a slightly more manageable two hours. Instead of showing a bunch of unknown faces receiving awards, the National Cable Television Association's ACE committee decided to fill some of the show with clips designed to promote cable viewing.

Some of these, including Home Box Office's legendary "Pennsylvania Polka Festival" and a montage of cable's year in music, were pretty interesting. But the ACE show still lacked excitement; maybe the trouble with ACE is that its organizers and its critics (this one included) have only thought of the show in comparison with what we already know about how awards show should look. Maybe it's time for something really different. □

To a growing number of people, fiddling with a converter/descrambler in the privacy of one's own home is not quite as "dishonest" as climbing a telephone pole to disable a trap.

This is not our definition. The reality is that more and more people think (and act) according to that rationalization. This "it's OK" attitude and the rapid spread of illegal techniques through "word of mouth" is costing you more and more each day. You might be shocked to find out how much.

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